

*Versatility Paired
with Sustainability:
The Future of Housing*



SIDING WITHOUT LIMITS:
Creating
Multifaceted
Planned
Communities
with Vinyl

As the push for increased walkability in neighborhoods continues to grow, more developers are focusing on building planned communities over traditional single-family subdivisions. Bishop's Landing by Beazer Homes is the perfect example. This coastal-inspired community near Bethany Beach in Delaware combines multifamily developments with single-family homes to create a low-maintenance, connected area with all the amenities.

“A big trend is seamlessly mixing townhouses with single-family homes to get a really good mix in communities. It helps bring people together.”

CHERYL LOEB
Design Studio Manager with Beazer Homes



ANYTHING BUT COOKIE CUTTER

Features that Define a Planned Community

Pleasantville just doesn't cut it anymore. To keep up with demand, developers, builders, and architects need to appeal to the preferences of homeowners and renters across all generations. From diverse design to shared community spaces, the expectations of new neighborhoods are ever-evolving.



The resort-style community has designated areas for activities and events.



BUILDING DEVELOPMENTS WITH AMENITIES TOP-OF-MIND

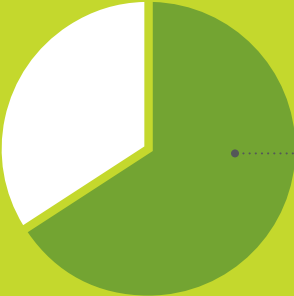
Bishop's Landing, for example, offers residents so much more than a roof over their heads. Aside from meeting the needs of all homeowners by offering townhouses and single-family homes, the resort-style community has designated areas for activities and events.

FEATURED AMENITIES INCLUDE:

- Community clubhouse, pool, and tennis courts
- Fitness center and yoga studio
- Catch and release fishing in community ponds
- Lifestyle coordinator to plan community activities
- Close proximity to shopping, schools, and nightlife

"It used to be we could throw down houses and people would move in just for the house. Now, we think of the house, the neighborhood, how the neighborhood intermixes into the whole plan, and how the whole plan intermixes into the surrounding community. It's about lifestyle."

Paul Johnson, SVP of community development for the Rancho Mission Viejo neighborhood in Texas, told ProBuilder



66%

of global respondents say that they're willing to pay more for products and services that come from companies committed to a positive social and environmental impact.

BUILDING WITH A PURPOSE

Sustainability is a Driving Factor for New Homebuyers

New homebuyers, especially Millennials (who make up nearly 40% of the market*), care about sustainability and are more apt to choosing communities that celebrate environmentally conscious building practices. According to a survey conducted by The Guardian, more than two thirds of millennials "buy as many eco-friendly products as they can" and in a survey from Nielsen, 66% of global respondents say that they're willing to pay more for products and services that come from companies committed to a positive social and environmental impact.

When communities focus on creating indoor and outdoor living spaces that connect residents to amenities such as coffee shops, retailers, and offices, they can help reduce the overall global carbon footprint and appease these evolving preferences.

*2017 National Association of Realtors® Home Buyer and Seller Generational Trends



Millennials and Baby Boomers account for nearly 70% of homebuyers.*

Lower Your Ecological Footprint with Vinyl

Another way to build sustainable communities is using eco-friendly products. From the manufacturing process to installation, vinyl helps reduce emissions and waste, adding additional environmental benefits to planned communities.

- Almost 100% of materials used to create vinyl siding products are raw, practically eliminating landfill waste during the manufacturing process
- Vinyl eliminates the need for paint and caulk, which decreases maintenance and the overall environmental impact
- Life Cycle Assessment tools such as BEES show vinyl siding and polymer siding have a lower environmental impact than a majority of cladding options



58%

**LESS IMPACT ON
OZONE DEPLETION
THAN CEDAR BOARDS***

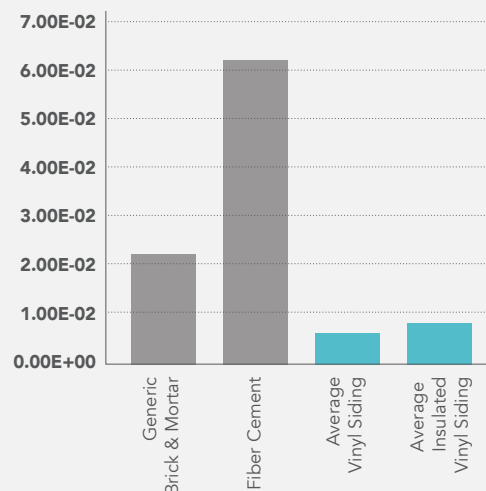
IMPACT ON CLIMATE CHANGE

Vinyl Siding vs The Other Guys

Vinyl is better for the environment than competitive cladding products because there's little to no manufacturing waste in the material and its light weight makes it extremely efficient during transportation from plant to the jobsite. Those factors help reduce its overall impact on ozone layer depletion and help increase sustainability.

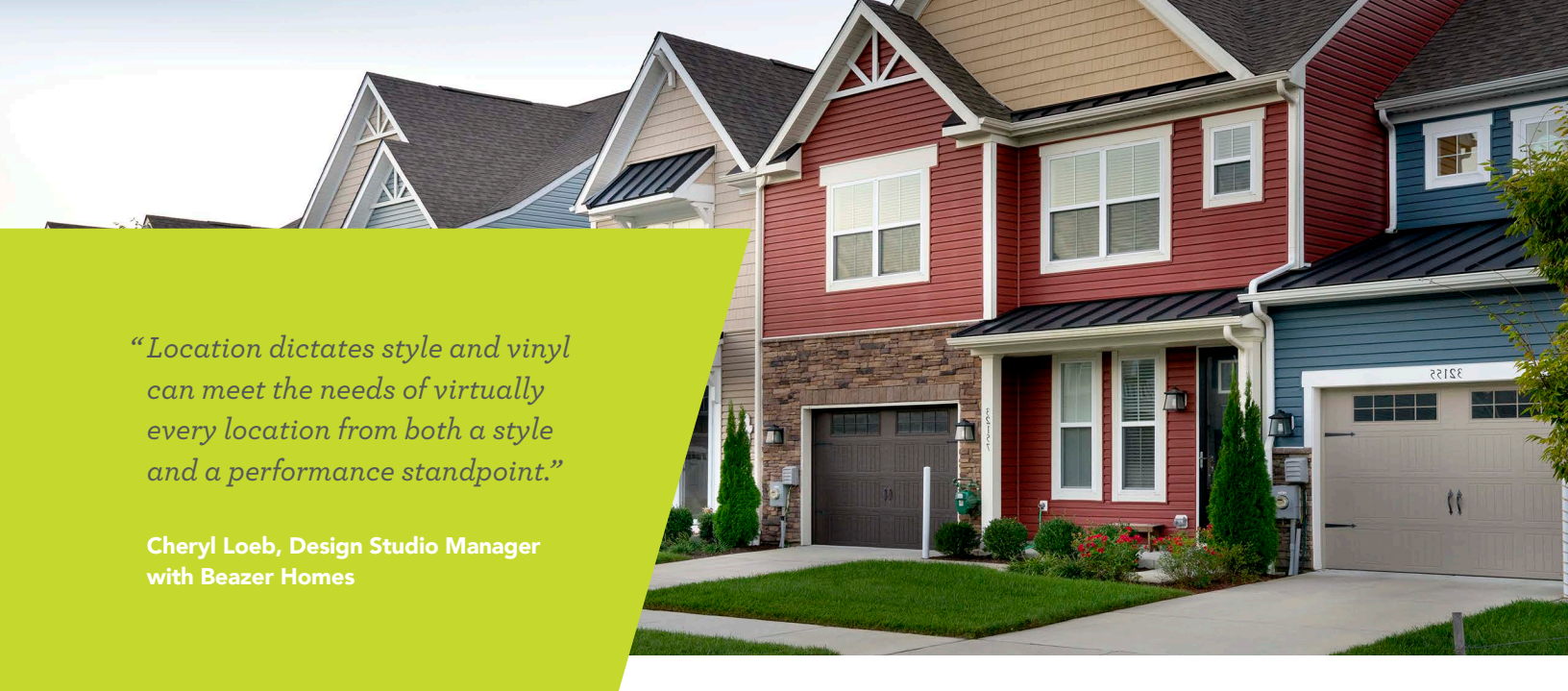
For more sustainability benefits, visit vinylsiding.org/sustainability.

NORMALIZED ENVIRONMENTAL IMPACT SCORE
(BEES Advisory Panel Weighting)*



The Normalized Environmental Impact Score measures the effects of ozone depletion, water use, land use, IAQ, PED - non-renewable, PED - renewable, global warming potential, smog, acidification, eutrophication, carcinogenics, non-carcinogenics, respiratory effects, and ecotoxicity.

* BEES Product Comparisons, Sustainable Solutions Corporation, 2018



“Location dictates style and vinyl can meet the needs of virtually every location from both a style and a performance standpoint.”

Cheryl Loeb, Design Studio Manager with Beazer Homes

DYNAMIC DESIGNS

Versatility Wins Over Old-School Tradition

When it comes to building developments from multifamily to single-family, more and more designers are listening to homeowners and creating multifaceted exteriors that make an impact. That’s why it’s necessary to specify a versatile cladding option to meet the needs of different developments, from coastal to modern.

“Location dictates style and vinyl can meet the needs of virtually every location from both a design and a performance standpoint.” said Cheryl Loeb, Design Studio Manager with Beazer Homes.

Beazer Homes developers specified vinyl siding as the exterior cladding for Bishop’s Landing because of the expansive color options, easy installation, and worry-free upkeep.

“We wanted more than just stone and brick for our townhomes,” said Cheryl Loeb.

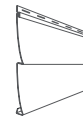
“That’s why we worked with different vinyl siding types and shapes. It allowed us to get a really nice mix of materials and colors, which makes it a lot more interesting than just having the plain, horizontal siding with the green shutters and the red door.”

For more design inspiration, visit vinylsiding.org/design.

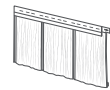
VIRTUALLY LIMITLESS COLOR OPTIONS AND ACCESSORIES



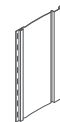
400 vinyl siding certified colors



CLAPBOARD



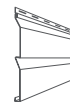
SHAKE



BOARD & BATTEN



BEADED



DUTCHLAP



PERFORMANCE BENEFITS OF VINYL SIDING

Residents don't want the cookie cutter neighborhood feel. They want interesting and unique spaces to call home. They also don't want to worry about regular upkeep, which is why vinyl siding is the perfect choice for meeting the needs of modern homebuyers.



Withstand winds of at least 110 mph



Resist impact damage



Easy to clean with mild soap and water

Performance Starts with Proper Installation

Specifying high-performing, versatile vinyl and polymeric siding is the first step. Next, comes proper installation. To help vinyl siding installers keep up with industry best practices and ensure the best results, Vinyl Siding Institute updated its vinyl siding installation video.

Get all the tips at vinylsiding.org/installation.

Get more design inspiration. Follow us on our social channels [@vinylsidinginstitute](#) today.

