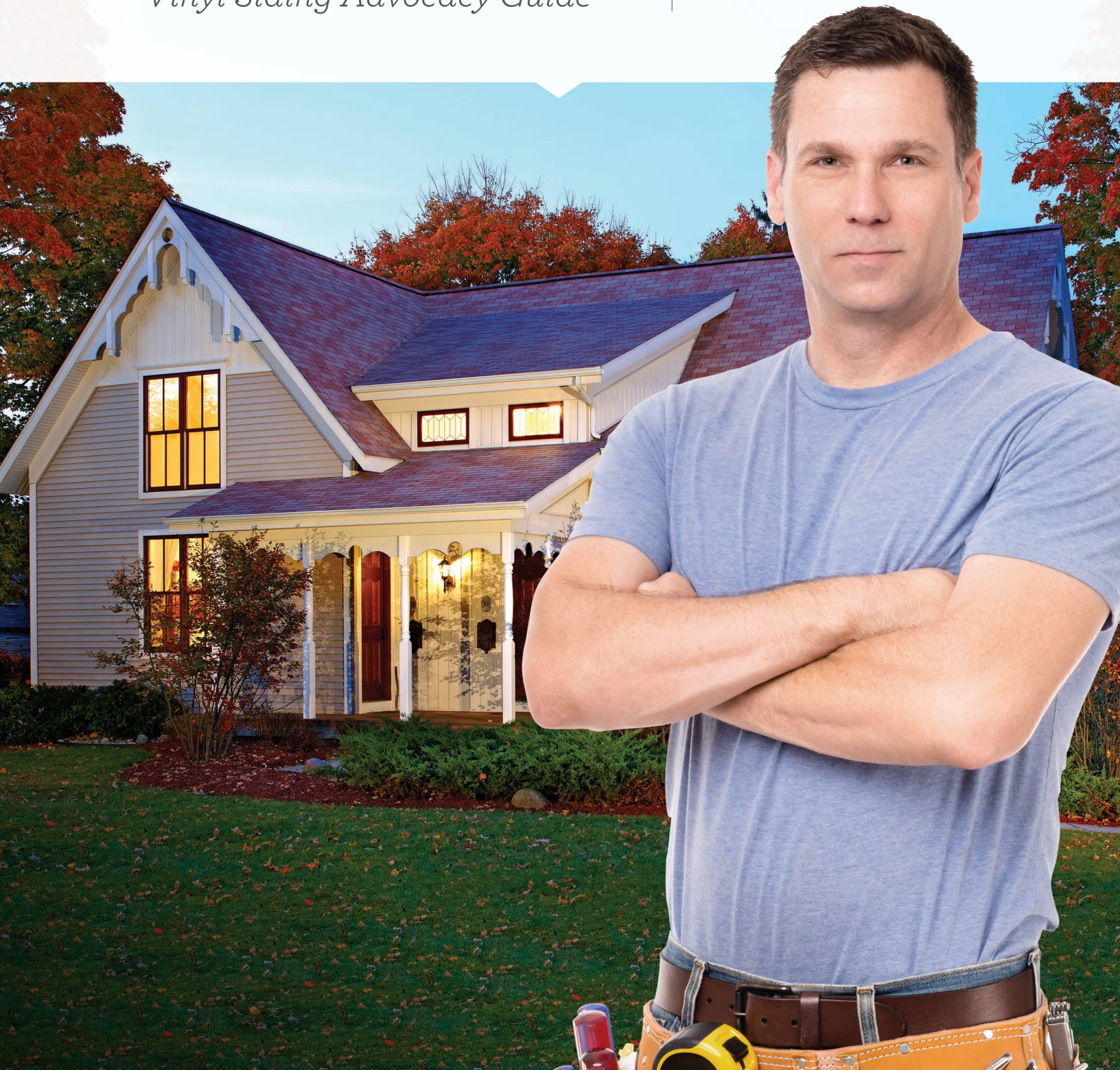


TAKE A STAND

Vinyl Siding Advocacy Guide



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 home or 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 house and overall life.

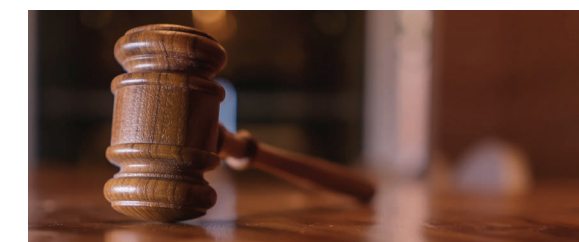
YOUR ROLE IN LOCAL GOVERNMENT: WHY IT MATTERS.

- **Affects your ability to do business, especially long term:** It's better to influence decision makers before a decision is made that would negatively affect your home or 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 ability 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've determined through decades of experience that it pays to be proactive. It is far more effective to reach out to and educate our audiences with the correct information about our industry's products before the misinformation seed is even planted.

Once a government entity puts restrictions on vinyl siding use, the process to reverse the ban can be more challenging. But it isn't impossible to roll back the regulations. The process can include starting dialogue with local government, such as planning commissions, zoning boards, and sometimes even the mayor! Educating them on why these bans harm their constituents is a critical first step.



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 Alexandria, VA 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 and other polymeric products as the only materials 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 contact VSI at hello@vinylsiding.org to get involved and get answers to your questions.



"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

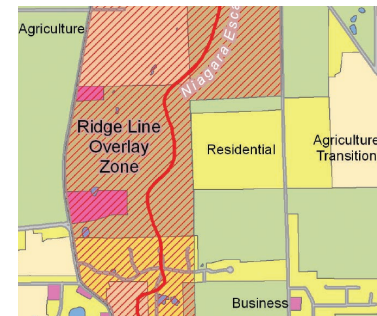
In 2015, the North Carolina General Assembly signed into law SB 25, a law that protects the rights of builders and homeowners to make the aesthetic choices they see fit. **It prohibits local governments from enacting ordinances that control design and aesthetics** of one- and two-family dwellings (including 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.

[Click here for the full North Carolina case study.](#)



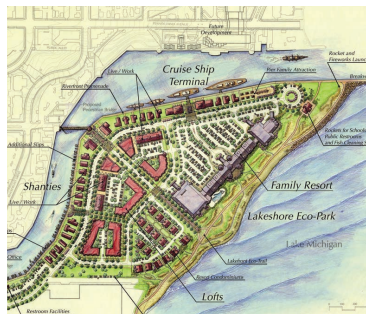
Evaluating Ordinances:

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.

[Click here for an example.](#)



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.

[Click here for an example.](#)



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.

[Click here for an example.](#)

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 can:

- 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 here.](#)



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 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 hello@vinylsiding.org.

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



Case studies

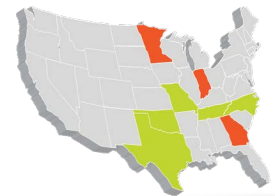




Blog



Webinars

[Click here to see model bill language](#)



 **BILLS PASSED**
 **BILL IN PROCESS**

JOIN OUR NETWORK OF ADVOCATES

Become an 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

