VINYL SIDING INSTITUTE™

WELCOME

DESIGN.
BUILD. LIVE.
NO LIMITS.

vinylsiding.org

Local Control: Aesthetic Mandates & their impact on the Housing Crisis

WHAT IS THE VINYL SIDING INSTITUTE?

- **We are a trade association** for manufacturers of vinyl and other polymeric siding and suppliers to the industry
- **We address regulatory issues**, including material restrictions, monitoring of building codes and planning codes
- **We provide education** of building code developers and regulators
- **We help develop materials**, product and performance standards by working through standards-making organizations and code bodies
- **We sponsor certification programs** that improve the quality of siding and its installation
- **We provide a forum** for issues of interest to the vinyl siding industry

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Today's Roadmap

- Historical Background on material bans
  - Architectural Design Standards
  - Purpose? Results?
- Housing Crisis – Housing Affordability & Workforce Housing
- What can we do about it?

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Historical Background on material bans

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Brick Mandates became popular in the 90s – some examples of how this issue manifest

inspiration. As commercial development moved in, Village Trustees continued to communicate their vision for the community by requiring developers to follow the tradition of using brick and masonry.

An ordinance passed in 1993 requires that all single-family homes must use at least 50 percent brick and that the first floor of every home must be constructed entirely of brick. All commercial structures within the village fire district must be constructed with noncombustible materials, and brick is usually chosen for its fire resistance and aesthetic appeal.

Brick design, however, has not impeded development. In fact, commercial and residential growth is booming, and developers have grown to understand that any structure built in Orland Park must meet specific standards. Consequently, the brick requirement is always met and often exceeded.

The Village Hall and Campus exemplifies the tradition of brick in Orland Park, creating a sense of place that has been emulated

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Architectural Design Standards and Unified Development Codes

Exterior Materials and Colors

Goals

Materials chosen for the exterior of a building are a significant component in the appearance and "feel" of a building. Certain materials have an air of permanence, such as brick and stone. Wood is a natural material that can be utilized in a variety of finishes for different looks. Wood can also last indefinitely with periodic repair and repainting as long as it is kept free from moisture. As new technologies emerge in the building industry, materials may be introduced that resemble traditional building materials in appearance, especially regarding exterior cladding. New, composite materials (typically a combination of wood and plastic fibers) may be considered for use in the DDD as long as they can meet or exceed the performance of the material they are imitating. It is important that alternate materials closely replicate original materials in size, texture, profile and surface treatment. Well-known alternate materials that do not perform well over time, and that do not replicate the appearance of original materials, include vinyl and metal siding. Metal siding can corrode or dent, and vinyl can melt, crack and distort as it contracts and expands with changes in temperature. Metal and vinyl siding are not permanent replacement materials and require yearly maintenance. Synthetic stucco systems (foam backed panels with applied stucco veneer) are another material that does not conform to the durability, texture or surface treatment of traditional stucco. Significant attention must be given to the application of stucco for it to perform appropriately.

Exterior Materials and Colors

Guidelines for All Development Types

3.5.1.10 Alternative building materials approved through the design review process include, but are not limited to, stucco, synthetic stucco, and composite materials such as hardiplank type siding. The use of most contemporary stucco products such as stucco covered foam insulation boards, or stucco/cement panels is only permitted on a case-by-case basis. Seek guidance from the ARB staff prior to considering this material. To evaluate such materials the ARB must determine in the alternative material meets the following standards:

1. Has physical properties (texture, color, dimensions) similar to those of traditional building materials; and or that it will be installed in a manner that tolerates differences;
2. At least meets similar performance expectations as those of traditional building materials; and
3. Be applied in such a manner that a passerby would not discern a difference between the composite or synthetic material from that of the traditional building it is replacing.

If an alternative material meets these required standards (determined by the ARB) it may be used within the district.

3.5.1.11 Building materials that are prohibited include, but are not limited to, plain concrete block, mirrored glass, metal siding and vinyl siding.

3.5.1.12 The application of faux veneer panels, such as brick, asphalt shingles, EFIS and plywood is prohibited.

3.5.1.13 Neutral traditional building color palettes are encouraged. Colors should blend with neighboring buildings

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Housing Crisis – Housing Affordability & Workforce Housing

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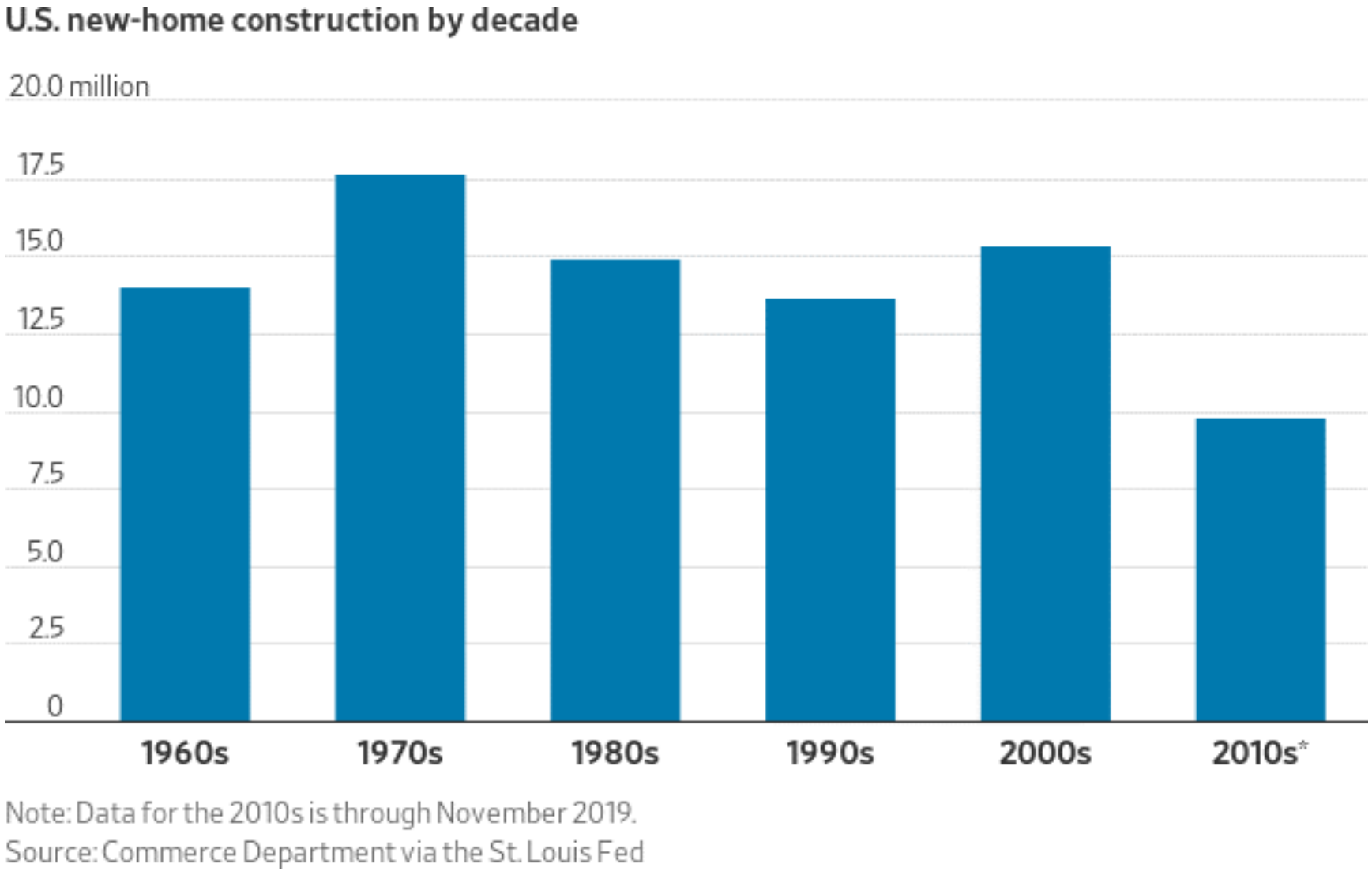
Buying a house is expensive!

Ok. But why SO expensive?

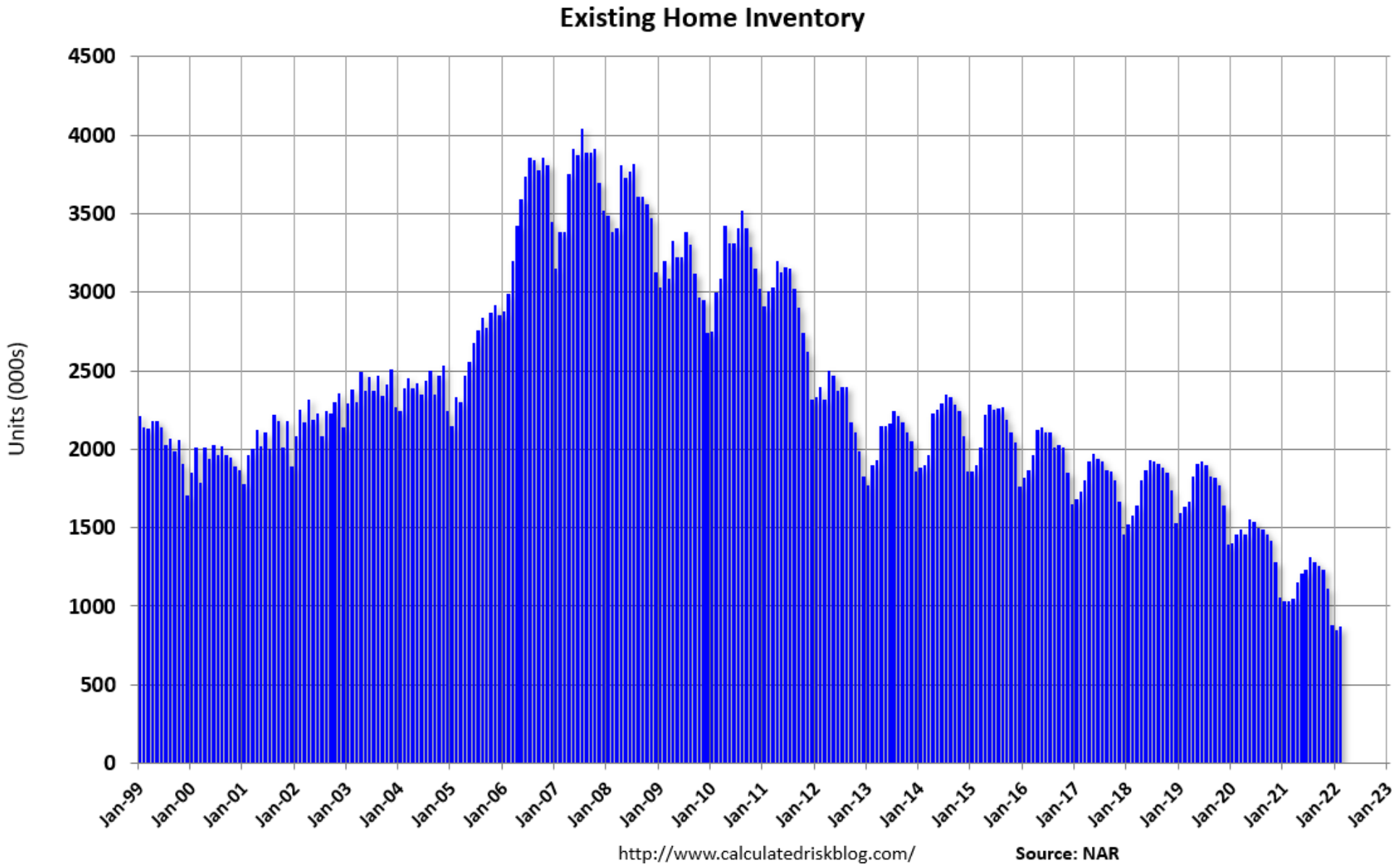
U.S. HOUSING ACTIVITY WAS AT A MULTI-DECADE LOW

Supply Of New Housing
Is Only Now Recovering



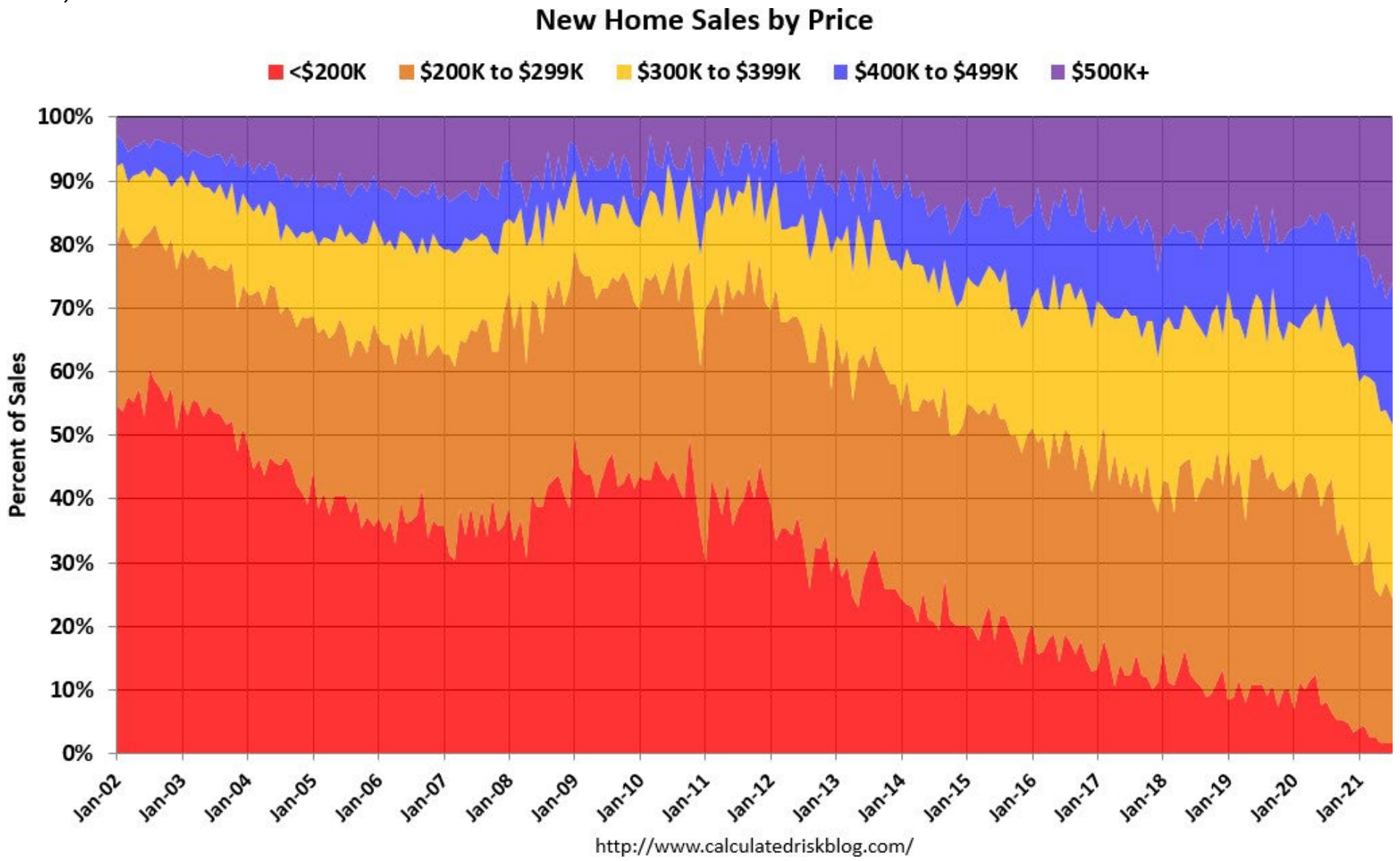
INVENTORY KEEPS SINKING

The Big Question - How Much More Will House Prices Increase?



TOO MANY EXPENSIVE HOUSES

Almost None Are Below $200,000



PRICES KEEP RISING!

King County, Washington

Monthly mortgage payment

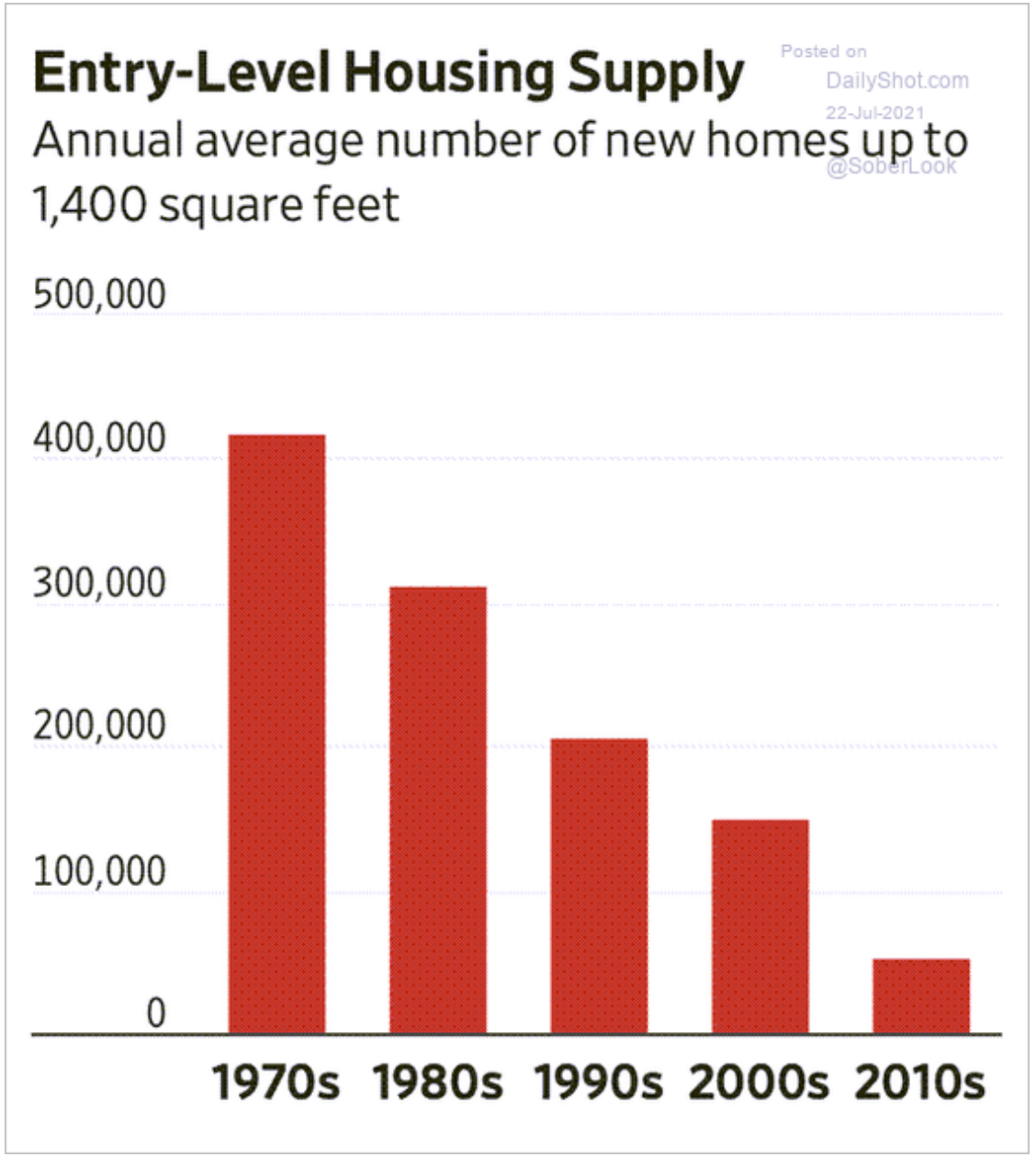
for a median-priced home with a value of
$867,090

now	a year earlier
$5,210	**$4,460**

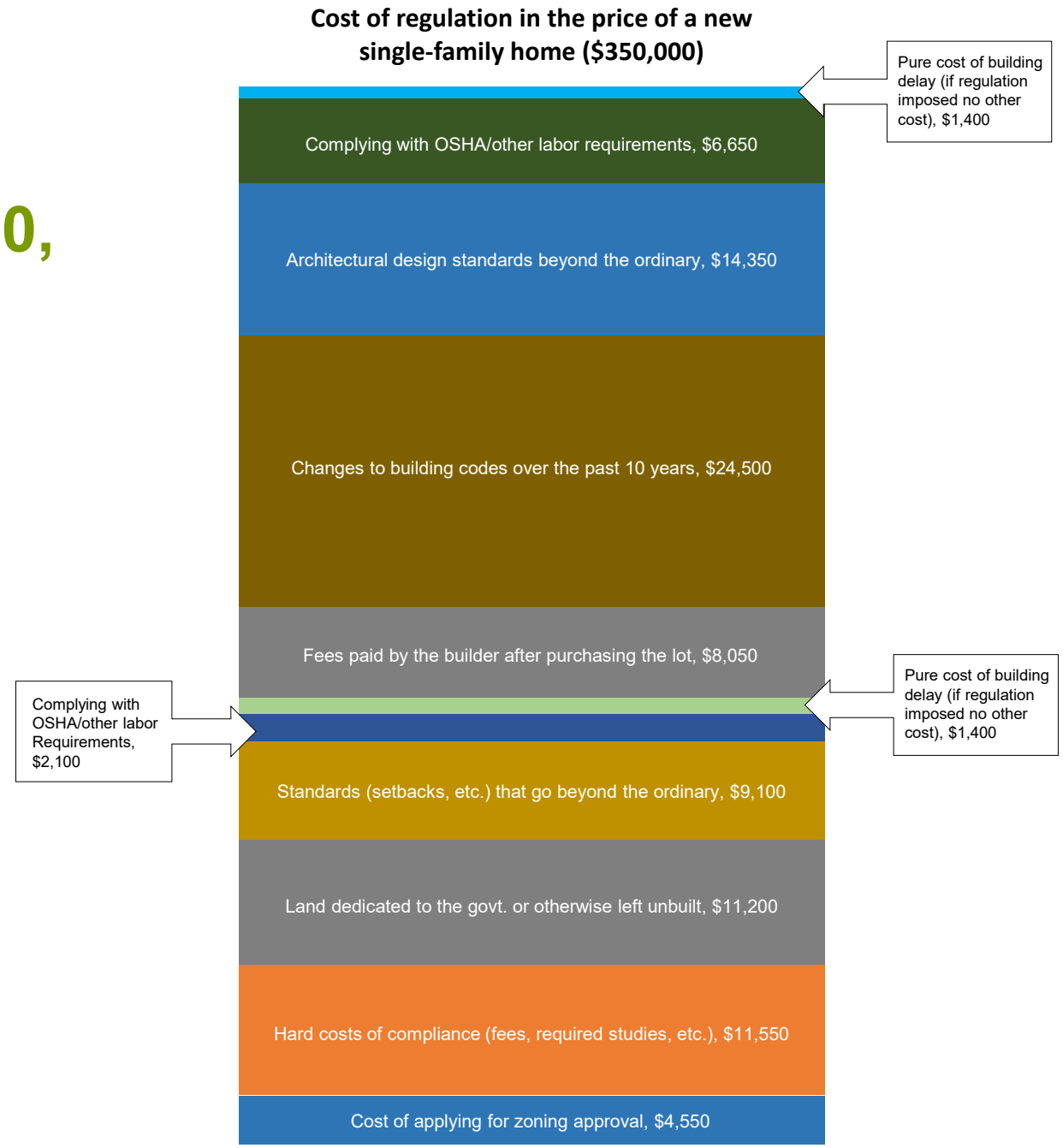
Due to higher mortgage rates, the monthly mortgage payment is **higher** by **$750.**

CONSTRUCTION OF SMALL HOUSES

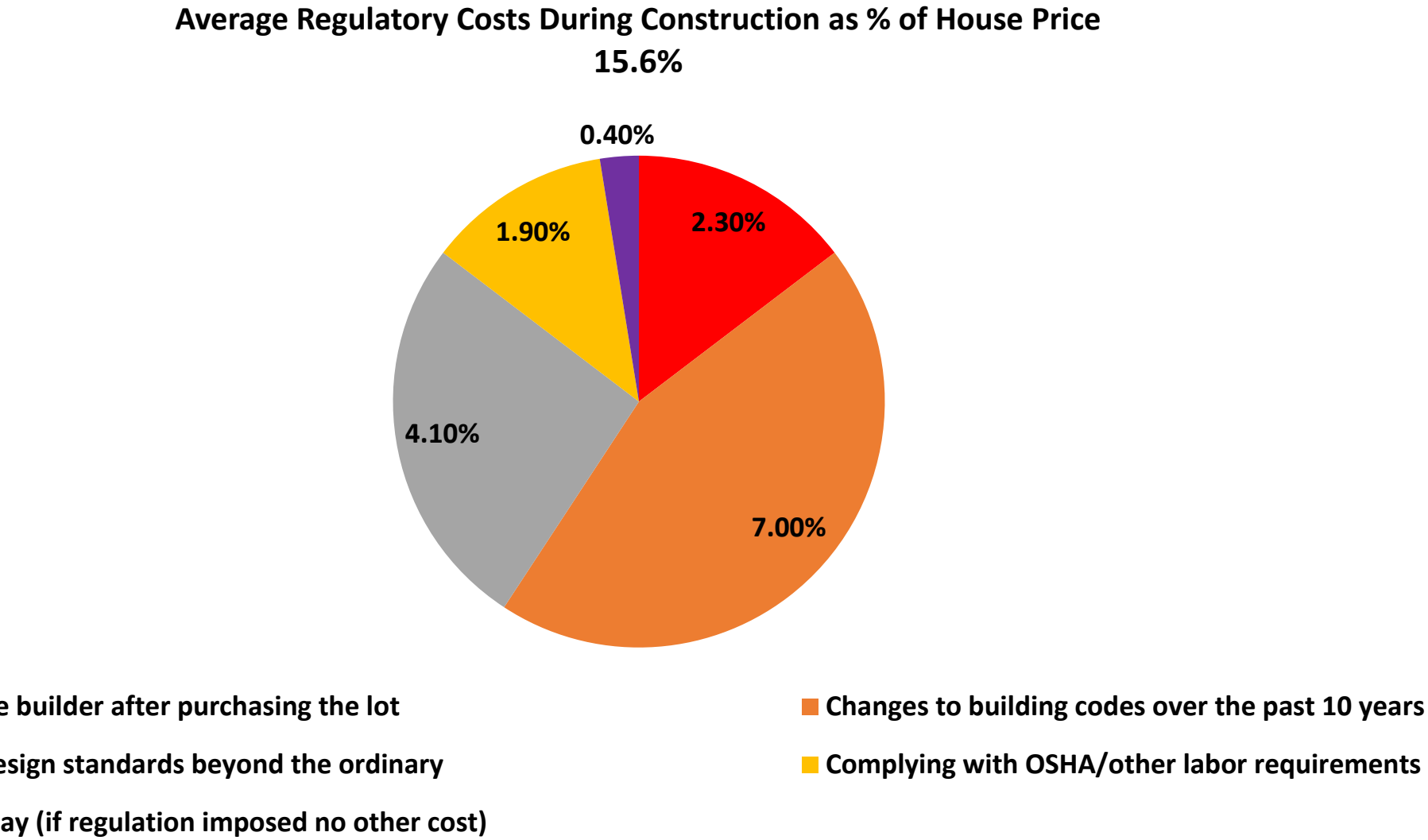
The Number Is Very Small



If the price of a new single-family home is $350,000, then $94,150 of that price can be attributed to the cost of regulation.



COST OF REGULATION IN THE PRICE OF A NEW HOME



ARCHITECTURAL DESIGN STANDARDS: CONSTRUCTION

- Jurisdictions have increasingly sought to impose architectural design standards
- Motivated by aesthetics; or to possibly to price less affluent residents out of neighborhoods
- Prohibition of vinyl siding has become relatively common
- Also: garage orientation, material used in fences, window shutters, square footage of window space, etc.

	Share With the Regulatory Cost	Regulation as a % of *House Price*	
		Average When Present	Average Across All Lots
Architectural design standards beyond the ordinary	71.2%	5.7%	4.1%
Architectural design standards beyond the ordinary (NATIONAL)	57.5%	4.8%	2.7%

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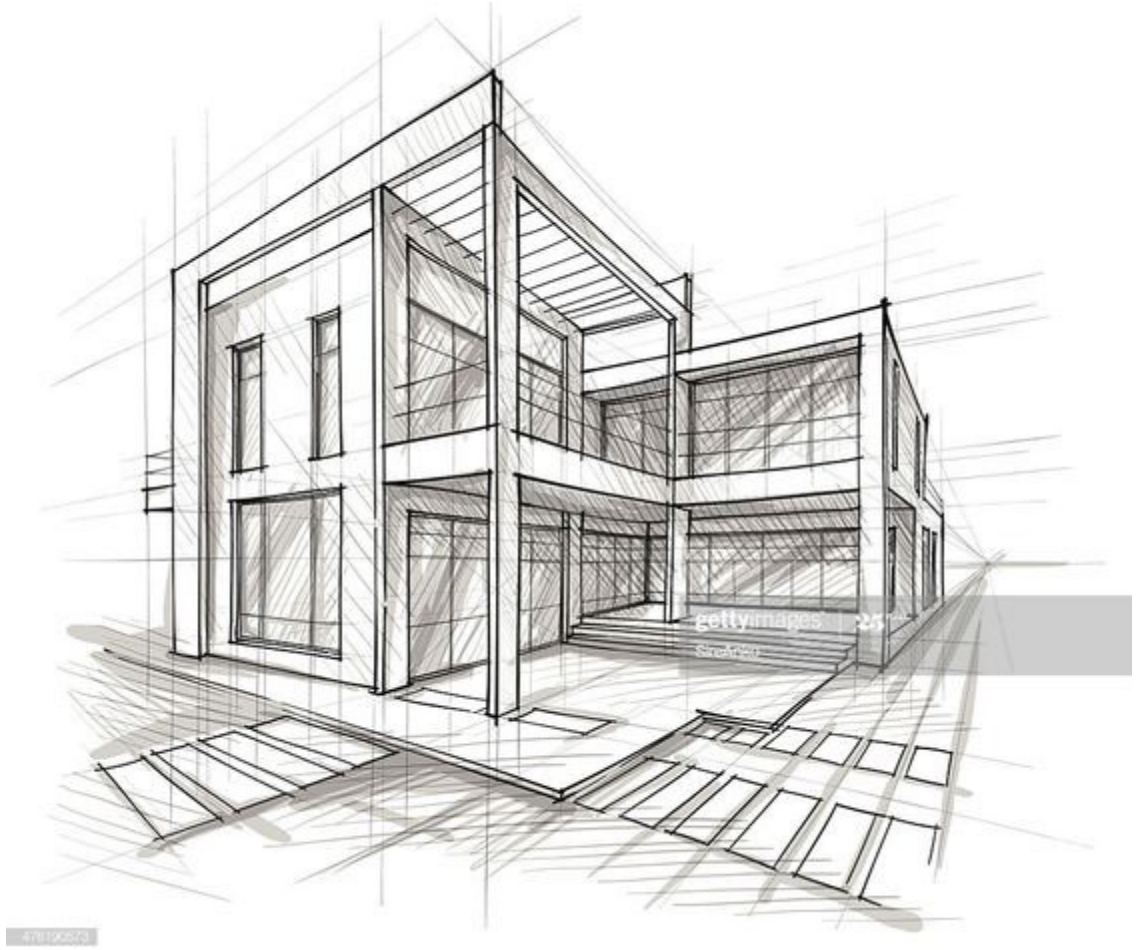
What can we do about it?

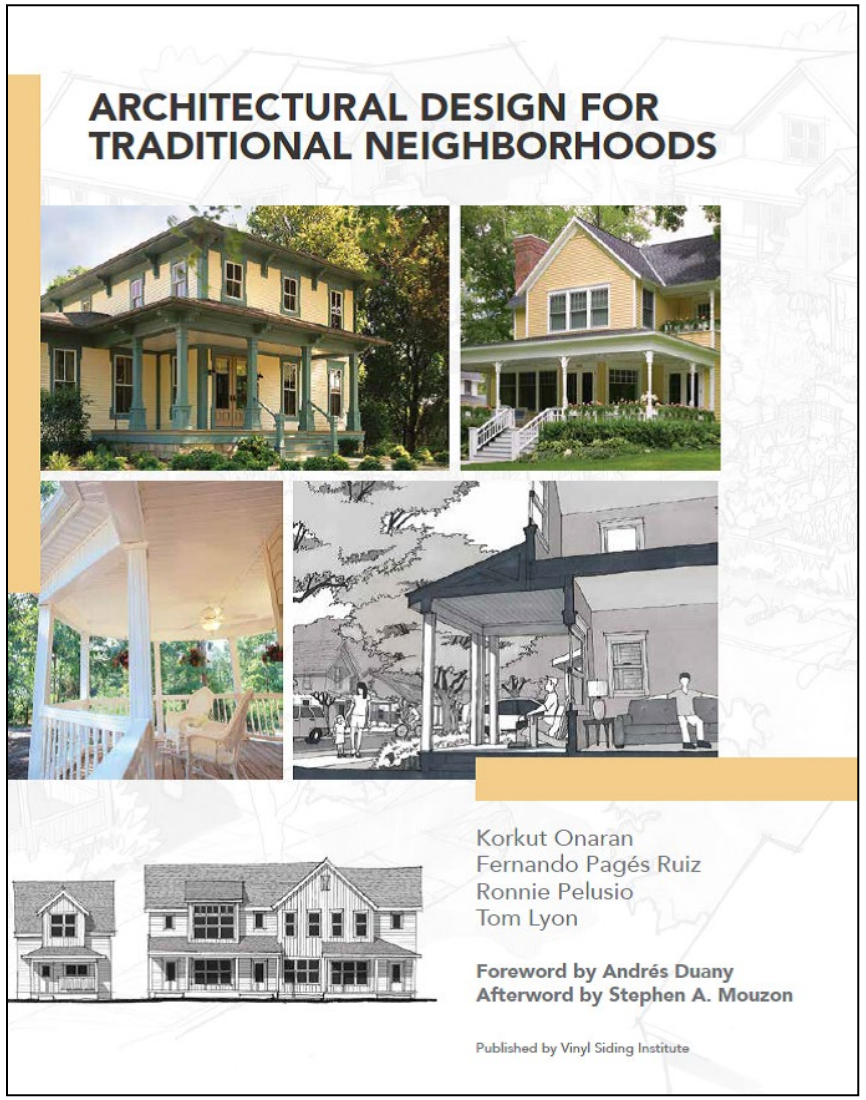
GEORGIA POLLING ON VINYL SIDING BANS

Historical Opposition to polymeric and other synthetic/innovative building materials



ARCHITECTURAL DESIGN FOR TRADITIONAL NEIGHBORHOODS

A comprehensive guide to help planners, architects, developers, and builders quickly understand traditional neighborhood platting and block-face design and the innovative materials available.



POLYPROPYLENE SHAKE

CELLULAR PVC

POLYASH

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Our History…

2019-2020
SB 1713

An Act

ENROLLED SENATE
BILL NO. 1713

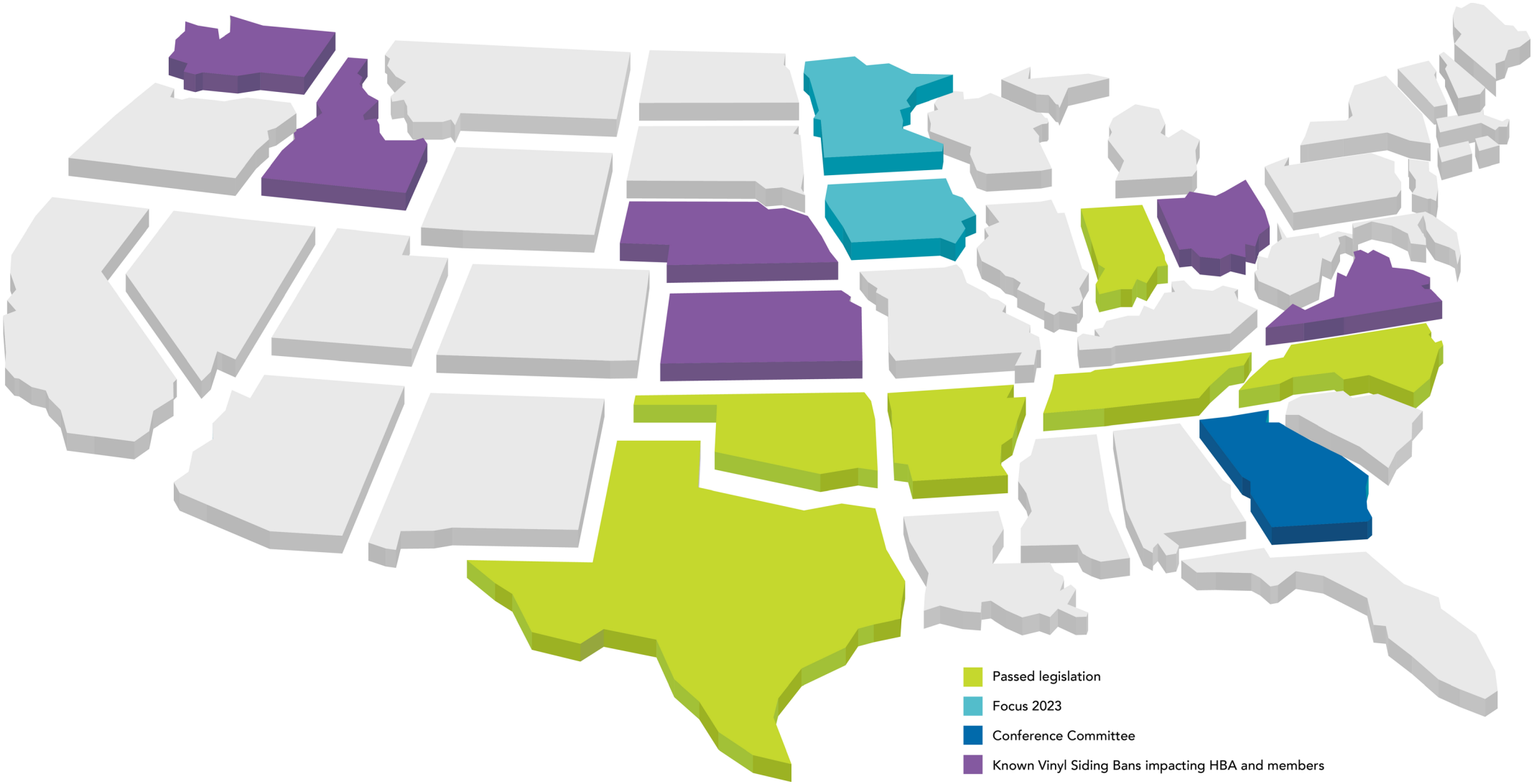
By: David of the Senate

and

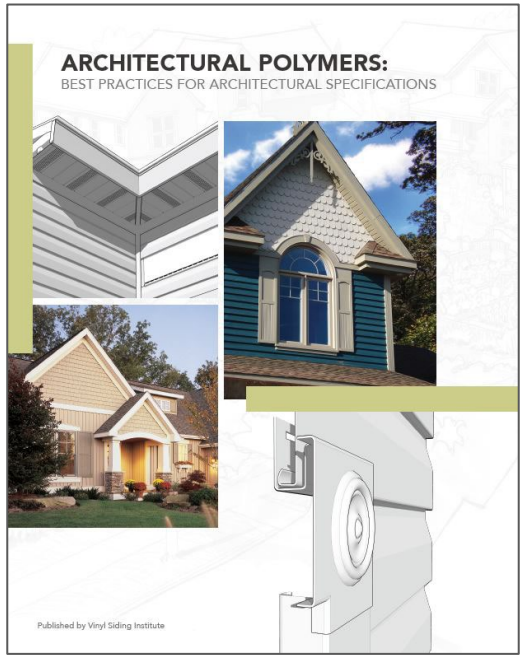
Martinez of the House

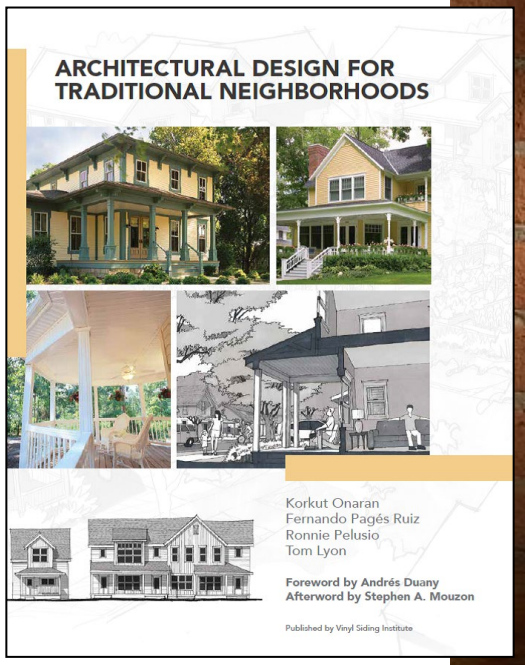
An Act relating to regulation of residential building design elements; prohibiting municipal, city or town regulation of residential building design elements after certain date; providing certain exceptions to regulation of building design elements; defining terms; construing certain prohibitions for certain purposes; providing for codification; and declaring an emergency.

VSI MATERIAL & HOUSING AFFORDABILITY LEGISLATIVE SUCCESS AND INITIATIVES



AVAILABLE RESOURCES





AVAILABLE RESOURCES

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An Analysis of the Affordability of Various Exterior Cladding Options for New Residential Construction

2023

Executive Summary

A review of the most common exterior cladding materials was conducted. It was determined that standard and premium vinyl siding and polypropylene were always three of the most affordable options available.

Purpose of the analysis

Dr. Elliot Eisenberg is an internationally acclaimed economist as well as the Chief Economist for GraphsandLaughs, LLC. Dr. Eisenberg was asked to provide this analysis by the Vinyl Siding Institute to establish that independent, objective data confirm that vinyl siding is a key factor in the affordability of new housing and that restrictions and prohibitions on the use of vinyl siding unnecessarily increase housing prices and further exacerbate the housing affordability crisis.

Data Sources[1]

Assumptions and Methodology

Cladding types that were included in this analysis

1. Vinyl, standard, D4.040
2. Vinyl, premium, D4.048
3. Polypropylene, D7
4. Fiber cement, painting included 5/16" thick, X 4-3/4" reveal
5. Brick, Brick veneer masonry, red brick
6. Stucco, 3-coat, float finish with mesh on wood frame, 1" thick
7. Cedar Clapboard, A grade ½"X8X, includes staining and caulking

These cladding types were examined because they include 99.9% of all exterior siding choices used in single-family residential homes constructed during the calendar year 2021. Calendar 2022 data is not yet available. These products are widely available, and their properties are well understood.

Markets examined, including the U.S. Census Bureau region

The above markets were selected for several reasons including a need to better understand the intersection between these building materials and housing affordability.[1]

1.

IMAGINE THIS
BUILDING FOR THE FUTURE

Editor's Note:

Welcome to the first issue of a special quarterly newsletter geared toward the architect and design community! We are very excited to launch this newsletter which will inform and inspire you about the latest industry topics, innovations and techniques that every design professional needs to know. We hope that you find this information interesting and useful!

PROFILES IN DESIGN EXCELLENCE

Board & Batten and Other Vertical Siding Treatments

The vinyl siding industry "gets" that architects must adhere to the highest building structure and design standards, even with the most affordable housing projects. And to design buildings that inspire, the best architects need to be inspired themselves.

To this, why not make your lives easier by offering a wide array of material choices that include beautiful styles and colors? Why not be your partners in building design excellence by providing structural solutions and process efficiencies? *In this spirit, we say: have we got a book for you!* Continue reading this article to learn more about Author, Designer and VSI Consultant Fernando Pagés Ruiz's latest VSI publication, *Architectural Polymers: Best Practices for Architectural Specifications.*

Read More

AVAILABLE RESOURCES

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Achieving Energy Efficiency Through Polymeric Claddings

2021 International Energy Conservation Code

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ARCHITECTURAL POLYMERS: BEST PRACTICES FOR ARCHITECTURAL SPECIFICATIONS

Presented by Fernando Pages, this presentation serves as a resource and primer for product specification and complements the book Architectural Design for Traditional Neighborhoods published by the Vinyl Siding Institute (VSI) in 2019.

This course aims to provide design professionals full control of the design's aesthetic outcome with polymeric sidings, trim, and ornamentation, respecting the architectural style, target market, and project budget. These specifications will refer to traditional architectural features in the language of art.

This effort aims to put the power of good design details and recommended installation practices within the architectural designer's easy reach.

Learning Objectives

- Learn about the variety of polymeric claddings available.
- Learn how to specify polymeric claddings in traditional design.
- Learn how to access design documents and material resources.
- Learn how modern materials support resilience and sustainability.

Pre-Requisite: Basic knowledge of ornamental building products used in traditional architectural design.

PROGRAM LEVEL	COURSE CREDITS	EXPIRATION DATE
Intermediate	AIA 1 LU | Elective, Canada Potential 1 Learning Credit, PDH Potential 1 Hour	3/16/2026

AVERAGE RATING

★★★★★

CONTACT

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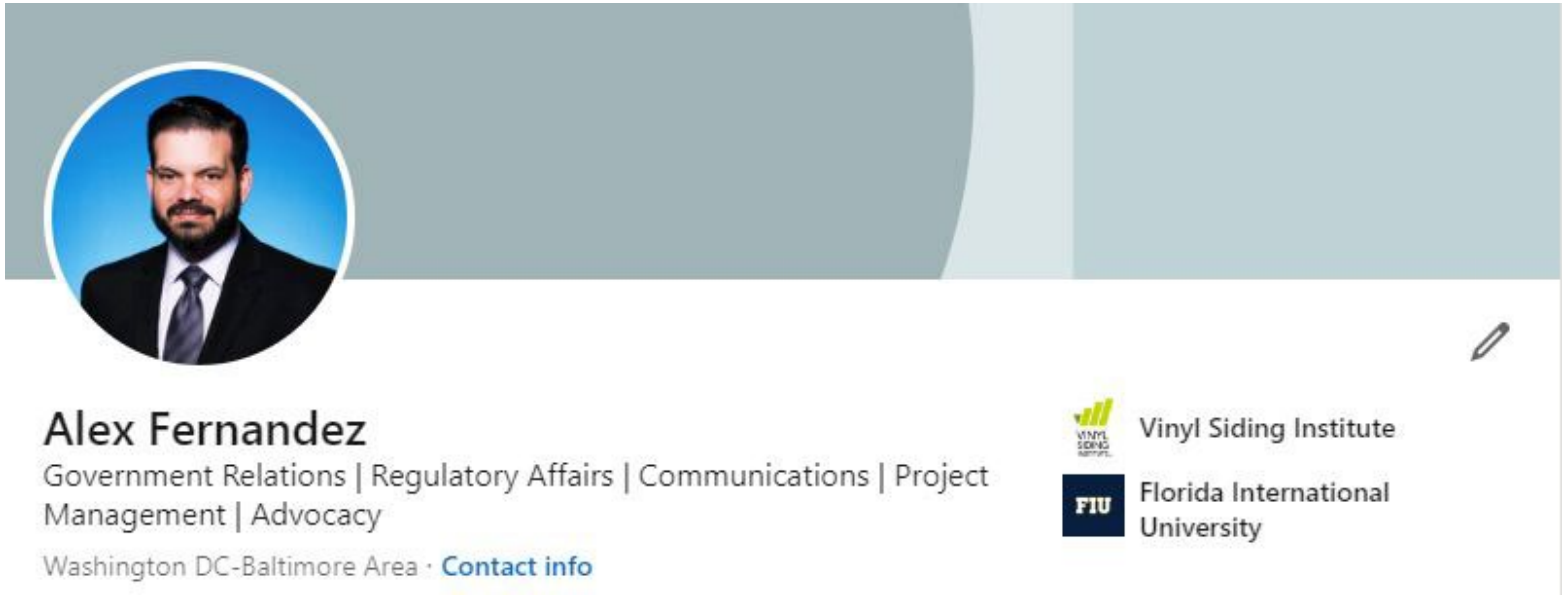

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