

Mary Colla
11110 W. Green Tree Road
Milwaukee, WI 53224

October 13, 2009

To Whom It May Concern:

I am writing this letter on behalf of my mother, Betty Colla. She resides at 713 Brady Street.

In June of 2008, my mother was cited with ten violations against her home. She

worked very hard contacting contractors and all violations have been cleared. The family decided that it would be an improvement to the home to reside her house. We talked to the contractors who put the new roof on. The contractors told us that Hardie Board was the way to go. We had the colors picked out and were ready to go. Then the bomb fell... My mother was told that she would have to bring the house back to the natural wood shingle, if she wanted to side her home. Brady Street became a historical area in 1990.

I appealed the fact that we couldn't use Hardie Board to side her house with the Historical Commission Board on September 21, 2009. I was very insulted on how the appeal was handled.

I decided to appeal the appeal.

Reasons to be considered:

- Betty Colla has lived at 713 E. Brady for over 60 years.
- There is very little insulation and we were planning to use Hardie Board Weather Wrap to correct this problem.
- To remove the asphalt shingles that are currently on the house could only improve the appearance.
- We have no clue how many rotted boards we will find, once the asphalt shingles are torn off. (The Historical Preservation Commission believes everything will be fine, however, we have had boards replaced in the past due to squirrels.) How durable is the wood?
- I attended the Brady Street Association meeting in September, 2009 and they wrote a letter of support for using Hardie Board.
- Information given to me by Carlen of the Historical Commission was not accurate on the Hardie Board Product. She made three references to the product that I researched and found to be inaccurate.
- The cost of Hardie Board vs. bringing the home back to natural wood siding doesn't even compare.
- Brady Street homes at the current time vary in materials for siding.

RONALD D. LEONARD
CITY CLERK

2009 OCT 14 PM 4:05

CITY OF MILWAUKEE

- There are four families who have lived on Brady Street for over 60 years. I strongly believe that consideration should be given to these homes and grandfather these owners from the restrictions imposed.
- Research will back Hardie Board materials. Your committee was emailed this information. I hope you have taken the time to read it.

On behalf of my mother, I thank you for your time and consideration. I do plan on attending the appeal meeting. I will be speaking for my mother, Betty Colla who is not able to attend.

Sincerely,

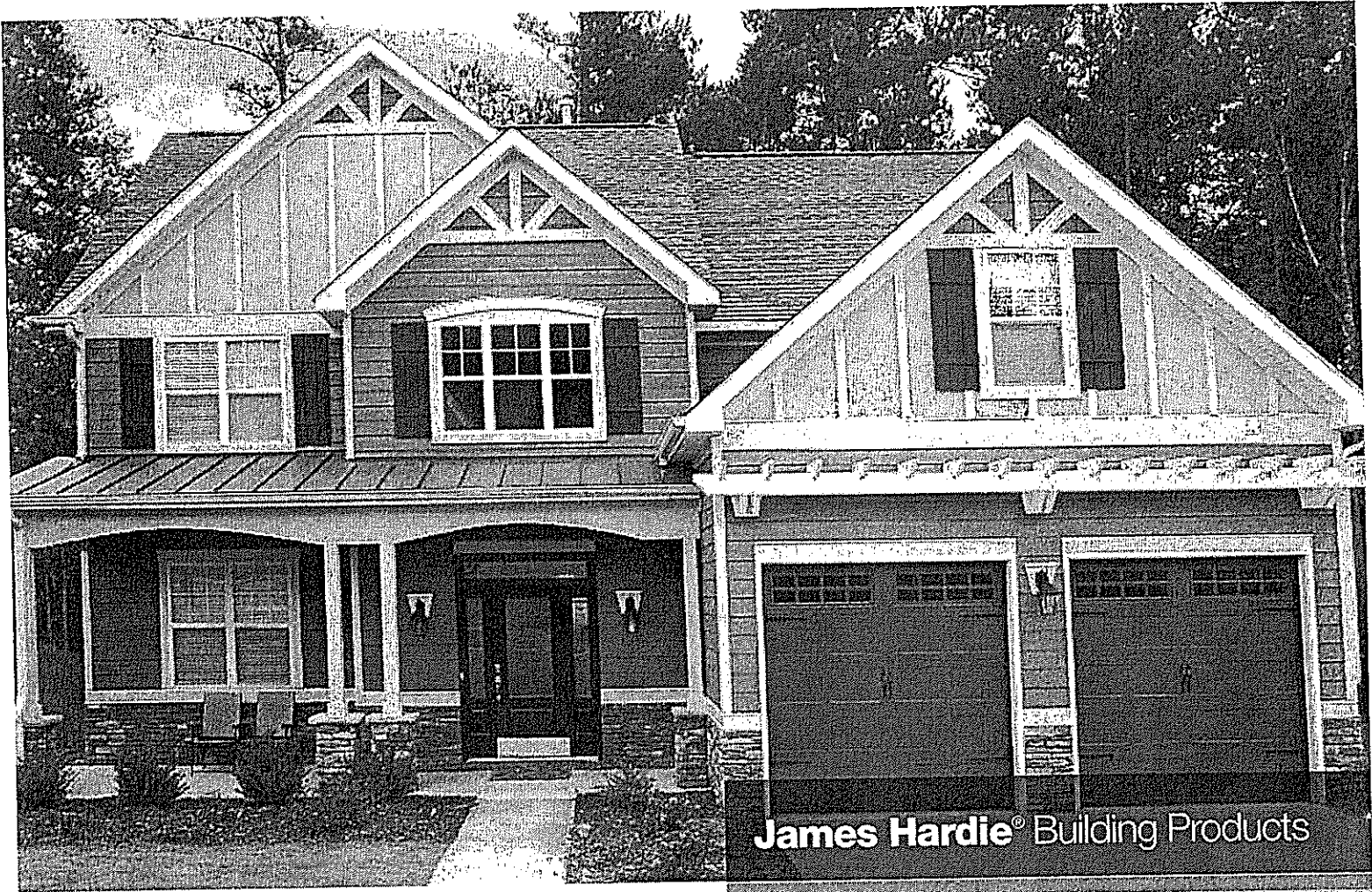
Mary Colla
Mary Colla

Betty Colla

Betty Colla

Historical Districts and Landmarks approved for the use of James Hardie products:

- Historical District and Landmark-New Orleans**
- Vieuxcarre Commission-French Quarter**
- Huntsville Historical Foundation**
- Jacksonville, Oregon Historic District, Jackson City Historical Society**
- Williamsburg, VA**



James Hardie® Building Products

*Standard: 7 inches
reveal can be ordered
4 inches. Cover to
expose 4 inches.*

Transform Your Home Into Your Dream Home

Siding

Trim

Soffit

Weather Barrier



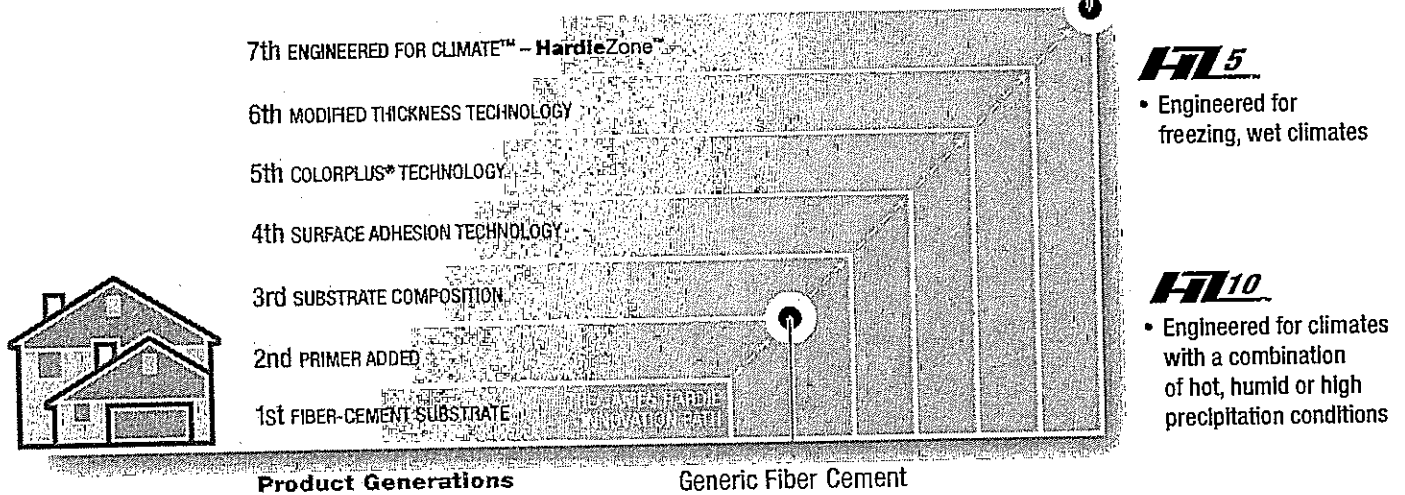
James Hardie® Siding Products

HardieZone™ System

Your home's exterior says a lot about you. Unfortunately, Mother Nature doesn't care. Whether it's sheets of rain, dry heat, freezing temperatures, ice and snow, or hurricane force winds, siding is under constant attack. That's why for more than three decades, James Hardie has continued to push back on everything Mother Nature could dish out. Four million beautiful homes stand as a testament to our persistence. And as the most trusted brand of siding in America, James Hardie has taken that level of defense to an even higher level, with siding that's engineered for climate. We call it The HardieZone™ System.

James Hardie has always been ahead of the siding curve. With the development of the HardieZone™ System, that gap has grown wider. James Hardie's commitment to Research & Development has led to our seventh generation of product advancement, which is the highest performing fiber cement siding in the industry. The HardieZone™ System represents a logical extension of Hardie technology: "one size does not fit all."

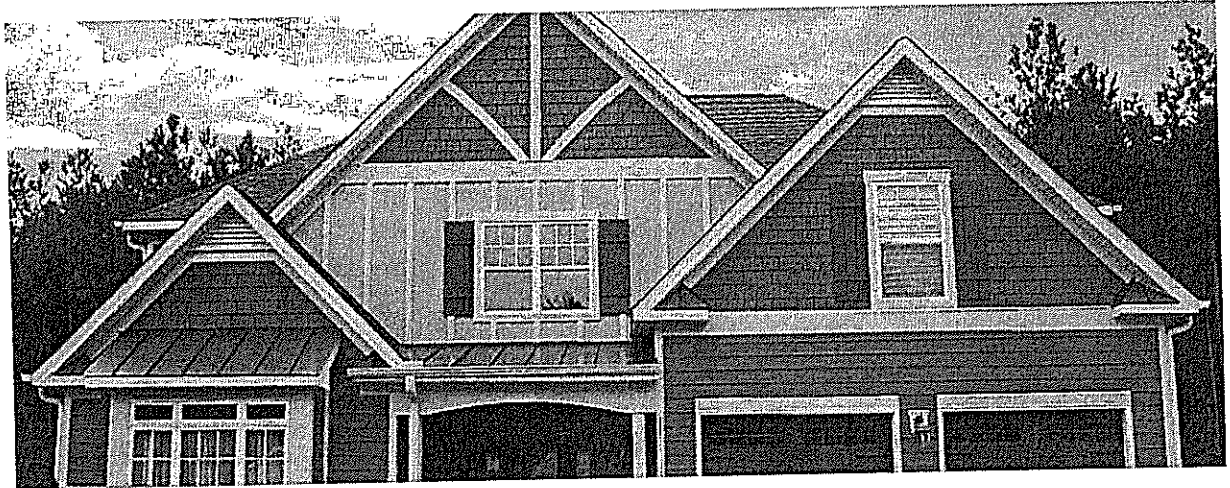
JamesHardie
Siding Products



Our best warranty ever. Unprecedented peace of mind.

We're so confident The HardieZone™ System can withstand the rigors of the North American climate we're offering our strongest warranty. This outstanding 30-year limited, transferable warranty offers non-prorated product coverage for the entire 30 years. That's the type of peace of mind homeowners have asked for.

James Hardie® Siding Products with ColorPlus® Technology



Your home should reflect your personal style and taste. That's why architectural design and color have become more important when building or re-siding a home. Utilizing James Hardie® siding with ColorPlus® Technology on your home allows you to maximize these opportunities. James Hardie siding with ColorPlus Technology is an innovative product with a baked-on finish, providing unprecedented color consistency in a wide range of colors. When the painting of your home is left to painting on-site you can not be assured of a quality and consistent finish. However products with ColorPlus Technology provide you years of lasting beauty and peace of mind with a 15-year finish warranty.

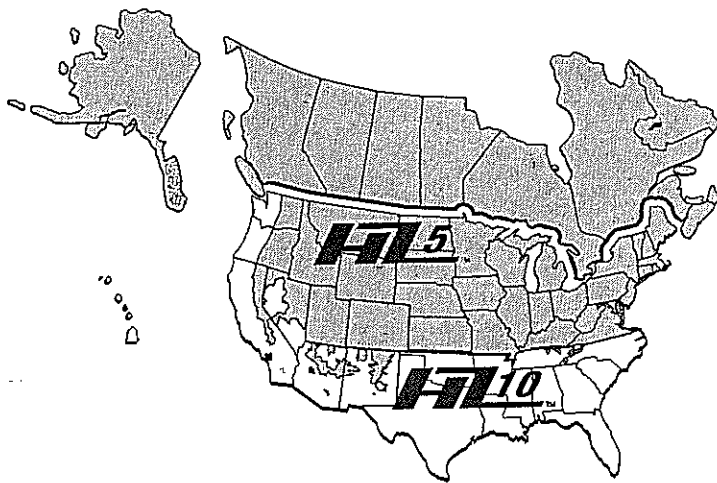
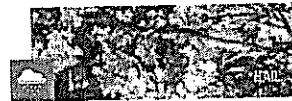
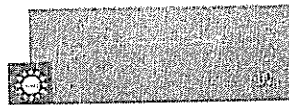
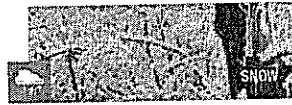
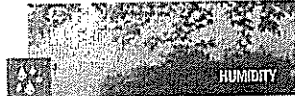
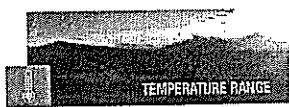
ColorPlus® Technology	Painting On-Site
<p>Fully engineered complete coating system</p> <p>Color coating specifically formulated for use with James Hardie siding products – Revolutionary formulation unlike anything available in stores</p> <p>Environmentally controlled, baked on finish applied in the factory</p> <p>Multi-coat (more than 2) complete coating system</p> <p>Fade resistant – Up to 30% better than field spray*</p> <p>Highest level of consistency – Colors computer matched more precisely than the auto re-finishing industry! Twice as good as the human eye, 3 times better than paint off the shelf</p> <p>Single source warranty – Siding and color coating</p> <p>Saves approximately \$5000 over next 8 years</p>	<p>Paint out of a can</p> <p>Paint generically formulated for any surface or weather conditions reduces performance</p> <p>Field spray impacted by weather conditions – Temperature, moisture, dirt, wind. Too many variables</p> <p>Generally 1 or 2 coats</p> <p>Fades at a greater rate – Dependant upon quality of paint used</p> <p>5 cans of paint = 5 slightly different shades</p> <p>Separate warranty that varies by paint manufacturer</p> <p>Typically repainted in 7-8 years</p>



*James Hardie accelerated QUV test results compared to nationally available premium paint in lab environment.

James Hardie® Siding Products

HardieZone™ System

For the first time ever, you can have the ideal home exterior for your local climate. So say goodbye to the days of one-siding-fits-all. It's a given that siding must stand up to the elements. That's why we based the HardieZone™ System on the eight individual climatic variables that primarily affect long-term performance of siding.



-  Zones 1-5
-  Zones 6-10

Using these factors we arrived at these distinct climatic zones. Though different, we found common variables in certain regions, allowing us to engineer one product line for zones 1 through 5, and another product line for zones 6 through 10.

HZ5™ Products

The HZ5™ product line is right at home in climates with freezing temperatures, extreme seasonal temperature variations, and snow and ice. To ensure its beauty matches its durability, we've engineered the surface for higher performance, giving it superior paint adhesion and moisture resistance. So you aren't getting an exterior that just performs well in cold, nasty climates. You're getting an exterior engineered just for it.

HZ10™ Product

Even when Mother Nature isn't very motherly, the HZ10™ product line delivers legendary James Hardie durability. This siding was engineered for areas with hurricane-force winds, salty sea air of the coast, and the brutal, humid heat of the Deep South. Engineered specifically for this climate, HZ10™ boards resist cracking, splitting, rotting and swelling season after hot, humid, tropical storm season. Our latest breakthrough in performance enhancement is our new distinctive primer. The unique primer outperforms generic fiber cement primer with improved paint adhesion and moisture resistance and is developed for the wide range of field paint products that are available. The new look of the primer will also distinguish your job sites and separate you from builders who use generic fiber cement. Standard manufacturer recommended field paint application methods will be able to sufficiently hide the primer and it will not affect the appearance of your paint.

James Hardie® Complete Exterior



Would you ever buy half a home?

Of course not. While there are other options of siding, only James Hardie provides a complete line of siding products including soffit, trim, and fascia that are all engineered for your specific climate. Each component kept beautiful for decades with a factory-applied, baked-on coating of paint that was engineered to stand up to the high UV levels that fade most field-applied paints in just a few short years. Only James Hardie siding with ColorPlus® Technology offers you this kind of complete siding solution. It's beauty without a timetable. It's character with low maintenance. It's peace of mind you won't find anywhere else.

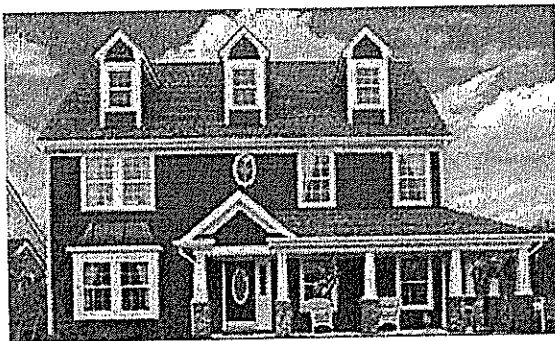
Here's to a Lifetime of Beautiful First Impressions.

James Hardie combines innovative solutions with a relentless commitment to increase the value and character of your home, so that we can give you confidence to make your vision possible.

Whether you prefer a traditional exterior with HardiePlank® lap siding, or the unique look of HardieShingle® siding or Board & Batten, James Hardie will provide the design options you need to increase curb appeal and create a lasting impression.



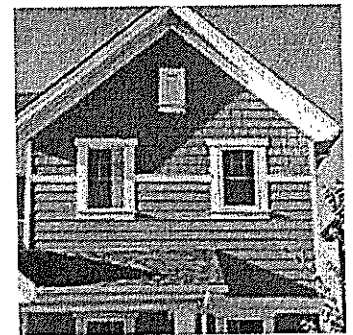
*HardiePlank® Siding & HardieShingle® Siding
(Plank-Chestnut Brown & Countrylane Red)*



*HardiePanel® Siding & HardieTrim® Boards
(Panel-Countrylane Red, Trim-Arctic White)*



*HardiePlank® Siding & HardieTrim® Boards
(Plank-Heathered Moss, Trim-Arctic White)*



*HardieShingle® Siding -
Straight Edge & HardiePlank®
Siding (Plank-Tuscan Gold,
Shingle-Monterey Taupe)*

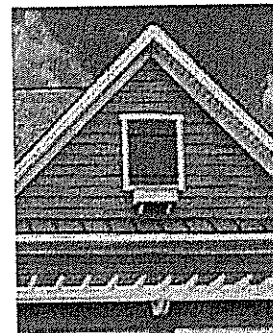
Whether you are considering building a new home or remodeling your current home, make sure you consider James Hardie® Siding with ColorPlus® Technology — The #1 Return on Your Remodeling Investment.



*HardiePanel® Siding &
HardieTrim® Batten Boards
(Navajo Beige)*



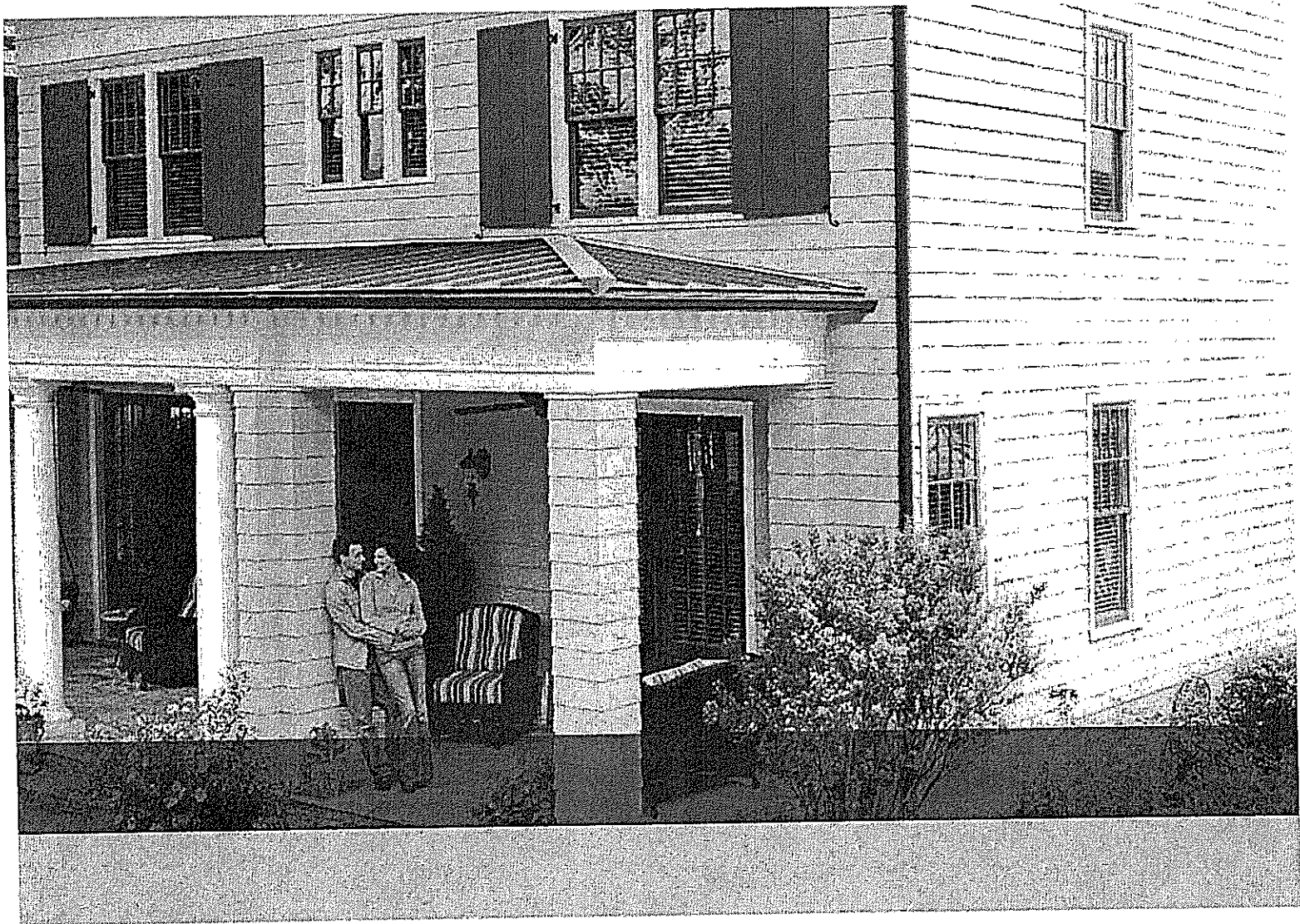
*HardiePlank® Siding & HardieTrim® Boards
(Plank-Woodland Cream, Trim-Arctic White)*



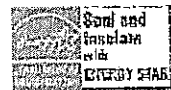
*HardiePlank® Lap Siding
(Woodstock Brown)*



*HardieShingle® Siding -
Staggered Edge
(Boothbay Blue)*




James Hardie® Siding Products are rare in that they combine beauty and durability and also are considered "Green and Sustainable" by industry professionals.



To find your HardieZone™ visit www.hardiezone.com or call 1-866-9HARDIE (1-866-942-7343)



26300 La Alameda, Suite 400, Mission Viejo, CA 92691
 1.866.4HARDIE • 1.866.442.7343 • www.jameshardie.com

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James Hardie® Siding Comparison Chart

For real value, wood and wood composite siding products don't cut it.

Wood makes a great first impression. But what you really want is a great first impression that lasts. While all wood and wood composite siding starts out looking good, they don't stay that way.

That's why more and more homeowners across America are turning to James Hardie® siding products with ColorPlus® Technology, which combine the beauty and character of wood with the durability and low maintenance of fiber-cement.

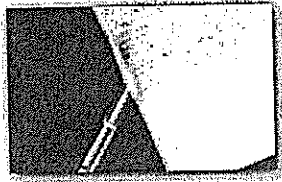
Which Siding Would You Rather Have Protecting Your Home?

James Hardie® Siding Products
with ColorPlus® Technology

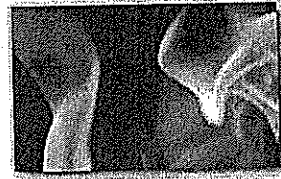
vs.

Wood and
Wood Composite Siding

James Hardie siding is non-combustible. Approved for fire-rated construction.

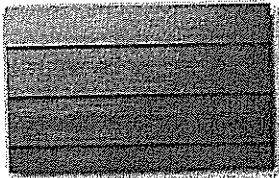


Flame
Resistance

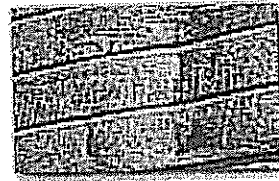


Wood based siding will burn when exposed to a significant source of heat or flame.

The only siding product engineered for your local climate. Resists rotting, warping, cracking, hail, and high winds up to 150 mph.

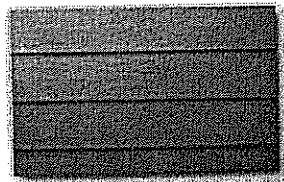


Weather
Resistance

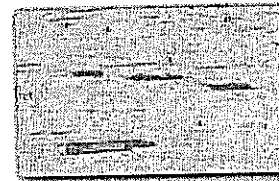


Rot caused by moisture exposure is a common problem in wood based siding.

Factory applied, baked on paint finish provides up to 30% better fade resistance than competitive products. †

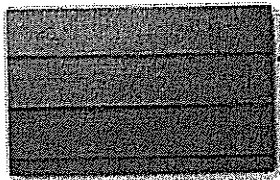


Paint
Durability

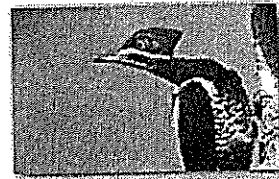


Wood based siding shrinks and swells when exposed to moisture which causes paint to crack and flake. Requires frequent painting, caulking and spot repairs to maintain its original appearance

James Hardie siding is resistant to woodpeckers, termites and other pests known to cause damage to wood siding.



Pest
Resistance



squirrels
Wood based siding is easily damaged by woodpeckers, termites and other pests.

† James Hardie accelerated QUV tests results compared to nationally available premium paint in lab environment.



James Hardie® Siding Comparison Chart

Why Settle for Vinyl?

Don't let vinyl siding companies pull the plastic over your eyes. Thin, unnatural vinyl siding can't provide the rich wood grain finishes that give your home real lasting curb appeal.

To give your home the beauty and charm of a natural wood texture with unsurpassed durability, choose James Hardie® fiber cement siding with ColorPlus® Technology.

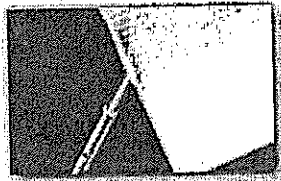
Which Siding Would You Rather Have Protecting Your Home?

James Hardie® Siding Products with ColorPlus® Technology

vs.

Vinyl Siding

James Hardie siding is noncombustible. Approved for fire-rated construction.

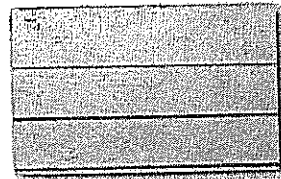


**Flame
Resistance**

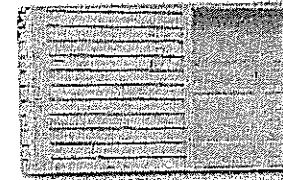


Vinyl siding will melt or burn when exposed to a significant source of heat or flame.

Factory applied, baked on paint finish provides up to 30% better fade resistance than competitive products.†

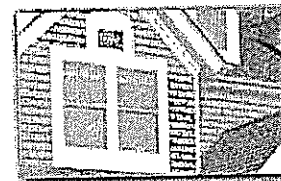


**Fade
Resistance**

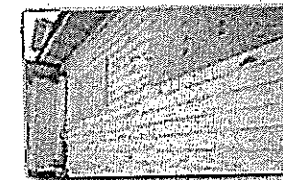


Color can't be changed and is susceptible to fading. Fades at noticeably different rates, creating color inconsistency.

Resists rotting, warping, cracking, hail, and high winds up to 150 mph.

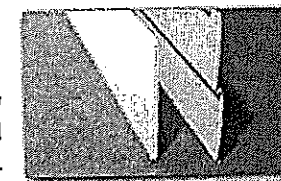


**Weather
Resistance**

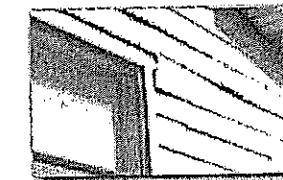


Can become brittle when exposed to extremely cold weather. Easily damaged by hail, limbs, and other flying debris.

James Hardie siding is twice as thick as vinyl, providing deeper shadow lines and a more natural wood grain texture.



Appearance



Even premium vinyl siding is only 5/100" thick. Unnatural, imitation-wood look completely lacks character and curb appeal.

† James Hardie accelerated QUV tests results compared to nationally available premium paint in lab environment.



26300 La Alameda, Suite 400, Mission Viejo, CA 92691
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#1 Return on Investment

Names "Upscale" siding
 Your #1 Investment
 - *Remodeling* magazine

For the 4th Year in a Row, Re-Siding Your Home with James Hardie® Fiber Cement is the #1 Return on Investment

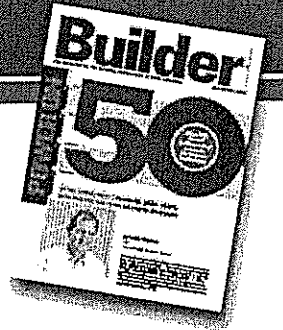
Re-side with James Hardie® Fiber Cement Siding— The Best Choice.

Project	2008 Rank	2007 Rank	2006 Rank	2005 Rank
Siding Replacement - Fiber Cement	1	1	1	1
Mid Range Bathroom Remodel (Update an existing 5' x 7' bathroom)	11	6	4	2
Minor Kitchen remodel (replace wall oven and cook top with energy efficient models)	5	3	7	3
Two-Story Addition (Add a first-floor family room and a second-floor bedroom with full bath)	16	10	6	5

2008 Hanley Wood, LLC. Excerpted by permission. Complete data from the Remodeling 2008 Cost vs. Value Report is available at www.costvsvalue.com



A Smart Investment



Recognizes James Hardie CEO, Louis Gries, in 50 Most Influential People in Building
- *Builder* magazine

Boost the Value of Your Home with James Hardie® Siding

The Pros Know

There are many other projects you can tackle, but only re-siding with fiber cement gives you the best return on your investment 4 years in a row.

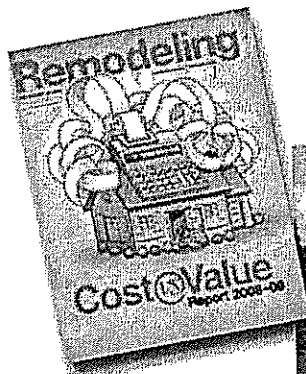
- Residing with fiber cement gives a 31% better return than adding a bathroom and costs \$61k less to complete
- Minor kitchen remodel gives you a 10% less return on investment than re-siding with fiber cement
- Adding a second story addition nets you 23% less return on investment than fiber cement re-siding

Remodeling magazine is the industry's leading home improvement magazine. Since 1988, Remodeling magazine's Cost vs. Value Report has compared construction costs for common remodeling projects with the value they add to a home at resale in the current real estate market. The results – upscale siding projects using fiber-cement return the highest value at resale.

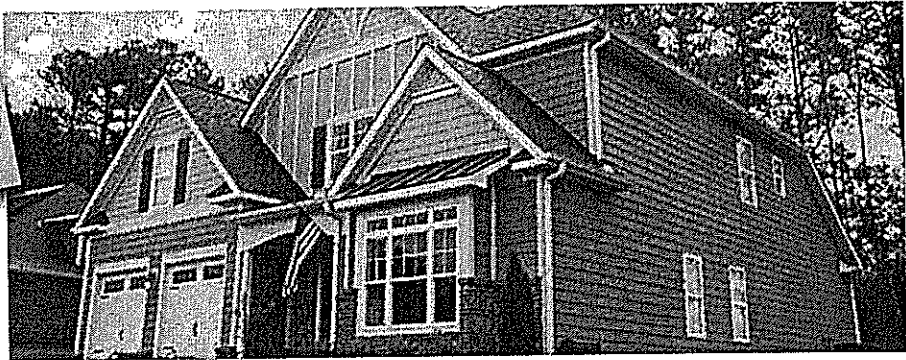
- Louis Gries, CEO of James Hardie, recognized among 50 most influential people in the building industry, for "literally having changed the face of housing with it's well loved non combustibile, low maintenance products."
- *Builder* magazine
- James Hardie listed as Building Materials "Maker" in *Forbes*
- *Money* magazine singles out HardiePlank® siding as a great value; a smart investment that delivers on durability
- *Smart Money* magazine lists James Hardie in Smart Fiscal Sense feature
- #1 Quality Exterior Lap Siding Product for the past ten years. Builder 1998-2008
- James Hardie® siding is featured on over 20 *Southern Living*, *Coastal Living* and *Sunset* magazines Idea Houses. And on over 30 Houses on ABC's *Extreme Home Makeover*.



Lists James Hardie in Smart Fiscal Sense feature
- *Smart Money* magazine



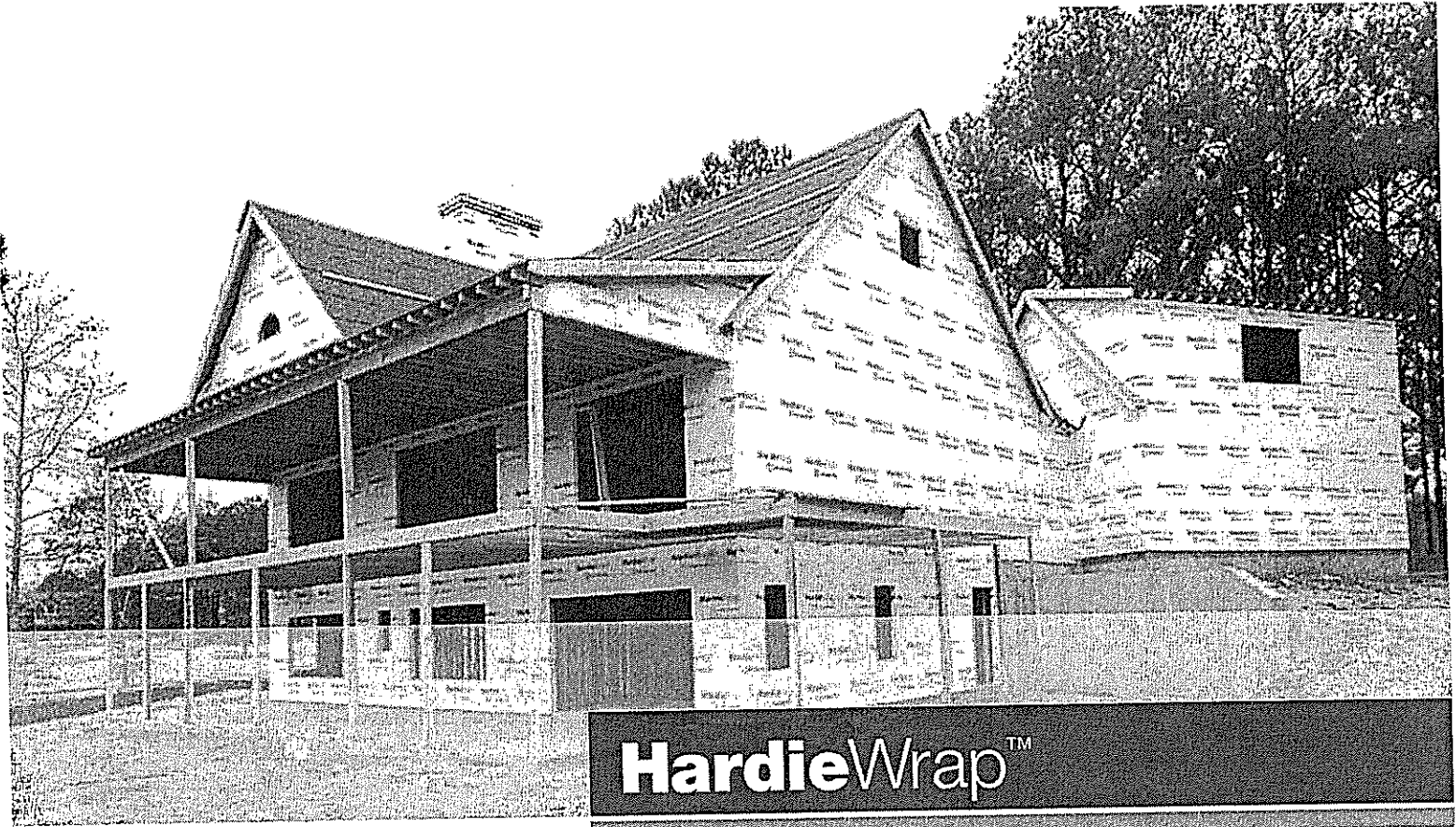
Names fiber-cement siding Your #1 Investment
- *Remodeling* magazine



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HS0924



HardieWrap™

Engineered for Climate™

As the makers of the #1 brand of siding in America, no company knows more about creating beautiful, durable and weather resistant exteriors than James Hardie. We pioneered a superior technology with our fiber cement siding products, the first layer of defense in weather protection. We've taken that same expertise to help create the HardieWrap™ weather barrier-your second line of defense.



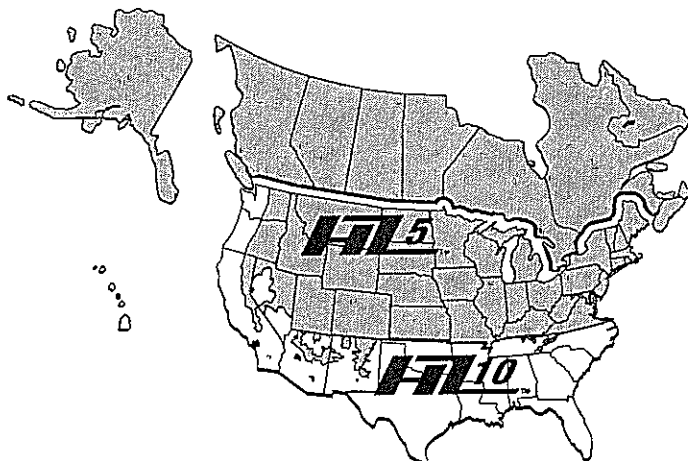
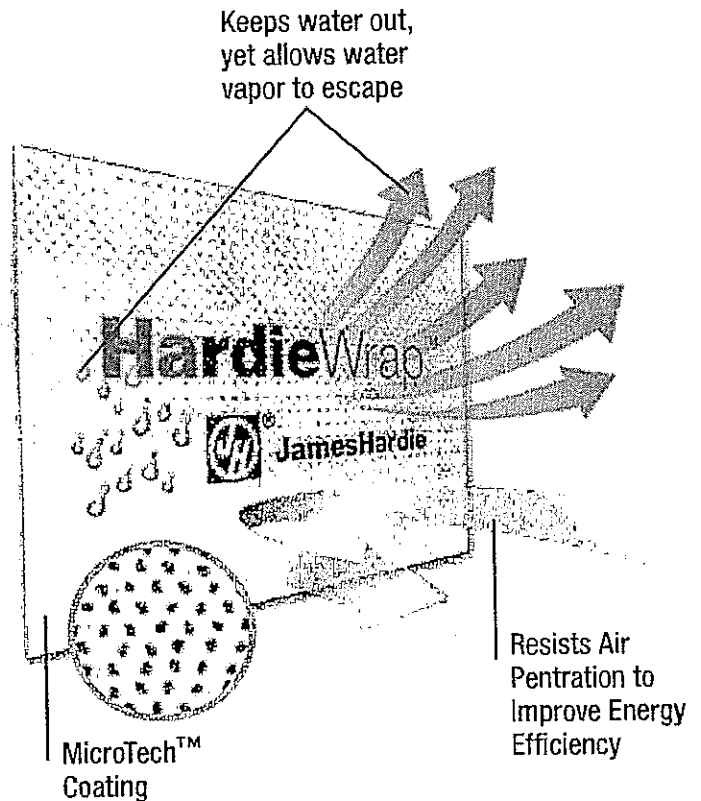
 **JamesHardie**

HardieWrap™ Weather Barrier Provides a Better Balance of Moisture Management

Just like siding, a better weather barrier starts with better material. HardieWrap™ weather barrier is a premium, non-woven water-resistive barrier. It contains a unique MicroTech™ coating that provides a better balance of water resistance and water vapor permeability, reducing water intrusion while releasing moisture vapor from inside to dry out the wall cavity. HardieWrap weather barrier also delivers superior air resistance to reduce energy loss. An 11 mil thick sheet provides better strength than other products.

A Weather Barrier that is Engineered for Climate™

As with all of our exterior products, HardieWrap™ weather barrier is engineered for climate. In reviewing the climatic factors that affect weather barrier performance, we determined the predominant factors that affect weather barrier performance are temperature and humidity. The temperature and humidity differences align with the two HardieZone regions. So we created two weather barriers: one engineered for cold/wet climates and the other engineered for hot/humid climates. HardieWrap weather barrier is offered in two high performing products to meet the needs of HZ5™ and HZ10™ regions.**



HZ5™

For cold/wet climates of the Northern US, James Hardie provides a 25 perm product. This permeability level keeps water out, yet allows water vapor to escape. This product is labeled with the green logo: **Engineered for Climate™**

HZ10™

In hot/humid climates of the South, a 15 perm product keeps humid air out, while still allowing water vapor to escape. This product is labeled with the black logo: **Engineered for Climate™**

** While James Hardie recommends perm rating for each of the HardieZone regions, the warranty is not tied to the geography

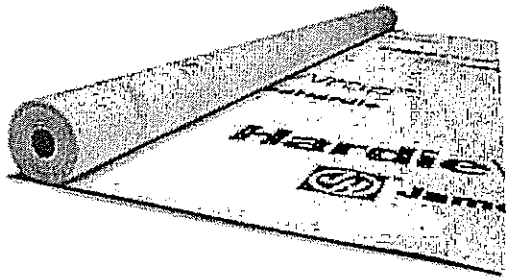
The HardieWrap™ Weather Barrier Solution

The HardieWrap™ weather barrier solution includes HardieWrap weather barrier, HardieWrap™ Flex Flashing, HardieWrap™ Pro Flashing and HardieWrap™ Seam Tape.

HardieWrap™ Weather Barrier

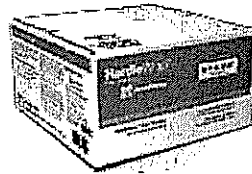
HardieWrap™ weather barrier is an innovative, higher performance weather barrier for residential, multifamily and light commercial.

Composition:	Non-woven, non-perforated polyolefin Film; MicroTech™ Coating with micropores to balance water holdout and breathability
Thickness:	11 mil
UV Stability:	Up to 180 days
Water Holdout (AATCC 127):	325 cm
Breathability/Water Vapor Permeance (ASTM E-96A):	15 perms/25 perms
Air Resistance (TAPPI T-460):	>1800 sec/100 cc
Tear Strength (ASTM D1117):	15/18 lbs
Basis Weight:	19.4 lbs/1000 sq ft
Sizes:	3' x 100', 9' x 100', 9' x 150', 10' x 150'
Approvals:	Recognized In ICC-ES ESR 2658



HardieWrap™ Flex Flashing

HardieWrap™ Flex Flashing is designed to easily stretch and seal around custom-shaped windows and doors to prevent water intrusion. Progressive adhesion prevents water and air intrusion. Contains no asphalt, VOCs or solvents.



Composition:	Butyl rubber adhesive; creped cross-laminated polyolefin backing; polyethylene film release
Total Thickness:	60 mil
Tensile Strength (ASTM D3759):	t8 lbs/in
UV Stability:	Up to 180 days
Water Vapor Transfer Rate (ASTM E96-94):	<.2g/100in²/24hrs
Application Temperature:	30°F to 180°F
Operating Temperature:	-30°F to 200°F
Packaging:	Each roll is packed in a convenient dispenser box
Roll Weight:	6" = 22.2 lbs/roll 9" = 33.3 lbs/roll
Roll Sizes:	6" x 75' (2x4 construction) 9" x 75' (2x6 construction)

Installation: Refer to your local HardieWrap product supplier or visit www.hardiewrap.com

Technical Support: James Hardie has a team of Installation specialists who can provide training and support. For technical inquiries please contact 1-866-4-HARDIE or visit www.hardiewrap.com

Warranty: All HardieWrap™ products include a 10-year limited product warranty

HardieWrap™ Seam Tape

HardieWrap™ Seam Tape is designed to seal vertical and horizontal seams and small holes in the weather barrier. Adheres to most surfaces and contains no asphalt, VOCs or solvents.



Composition:	Polypropylene film coated with acrylic adhesive
Total Thickness:	3.0 mil
Adhesion Peel to HardieWrap (PSTC-1):	22 oz/in
Tensile Strength (ASTM D3759):	32 lbs/in
Elongation:	136%
UV Stability:	Up to 90 days
Application Temperature:	30°F to 180°F
Operating Temperature:	-30°F to 200°F
Packaging:	Individually shrink-wrapped
Roll Weight:	1 7/8" = 1 lb/roll
Roll Size:	1 7/8" x 165'

HardieWrap™ Pro Flashing

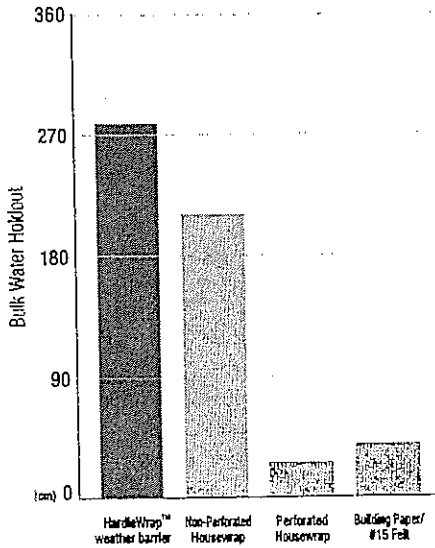
HardieWrap™ Pro Flashing is designed to peel and stick around doors and windows. Progressive adhesion prevents water and air intrusion. Contains no asphalt, VOCs or solvents.



Composition:	Butyl Rubber Adhesive, kraft paper release
Total Thickness:	20 mil
UV Stability:	Up to 180 days
Application Temperature:	20 to 180°F (200°F)
Operating Temperature:	-35 to 180°F (200°F)
Packaging:	Individually shrink-wrapped
Roll Weight:	4" = 3.88 lbs/roll 6" = 5.81 lbs/roll 9" = 8.72 lbs/roll
Roll Sizes:	4" x 75' (6 rolls per case) 6" x 75' (6 rolls per case) 9" x 75' (3 rolls per case)

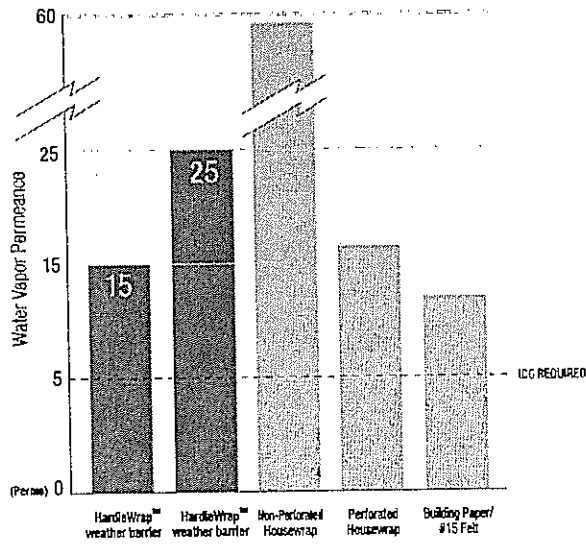
WATER RESISTANCE¹

Holds Out Water



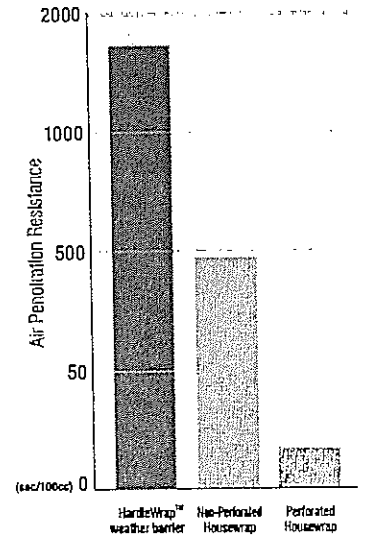
BREATHABILITY

Allows wall cavity to dry



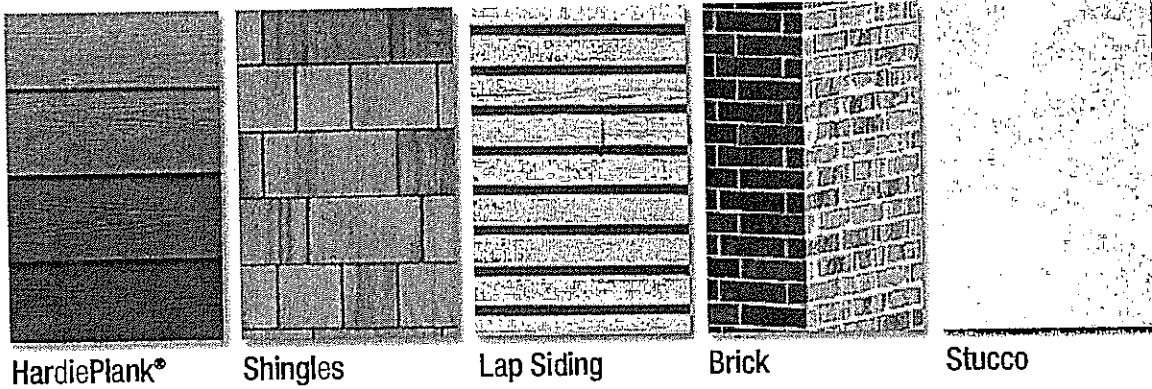
AIR RESISTANCE

More air resistance = Better Energy Efficiency



HardieWrap™ weather barrier – Side by side, there's no comparison.

No matter what type of cladding material you specify, HardieWrap™ weather barrier provides a higher level of performance.* And it's all backed by a 10-year limited, transferable product warranty.



¹Published Data

*Follow cladding guidelines and local building code requirements.



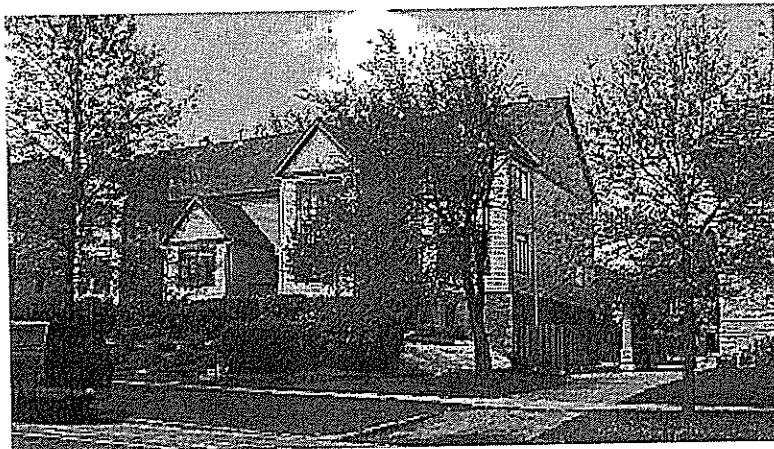
JAMES HARDIE HELPS PRESERVE HISTORIC INTEGRITY OF ST. PAUL NEIGHBORHOOD

-- Summit Hill Historical Society chooses James Hardie for remodeling project --



Summit Avenue in St. Paul, Minnesota is one of the oldest and best-preserved upper-class Victorian promenade boulevards in America. In recent years, the Summit Hill Historic Preservation Society has struggled to maintain the historic integrity of the district, instituting zoning restrictions and requiring developers to submit architecture plans for remodeling and new construction projects. In early 2004, the Preservation Society called in AMEK Construction of Bloomington, MN to remodel two townhomes on Summit Avenue. One townhome had been sided with cedar, while the adjacent home featured vinyl siding.

The Preservation Society was looking for distinct colors and a traditional exterior style to allow the homes to better fit into the Summit Avenue décor. After some extensive research, AMEK was directed to use James Hardie® siding to remodel the townhomes.



"The homes were barely twenty years old, yet they were in terrible shape," said Paul Schmidt, co-owner of AMEK Construction, Inc. "We were pleased that James Hardie siding was chosen; we use Hardie siding on 85 percent of our projects."

James Hardie siding offers the beauty and character of wood without the maintenance problems like rotting and cracking. Unlike vinyl siding, James Hardie siding can be painted any color, holds paint three to four times longer than wood and is also available pre-finished in a variety of colors.

"The vinyl home was faded and discolored and the cedar sided home was severely cracked; the walls of the structure were nearly rotted through." continued Schmidt. "By installing James Hardie siding, the homes match the feel of the district and will look great for a long, long time."



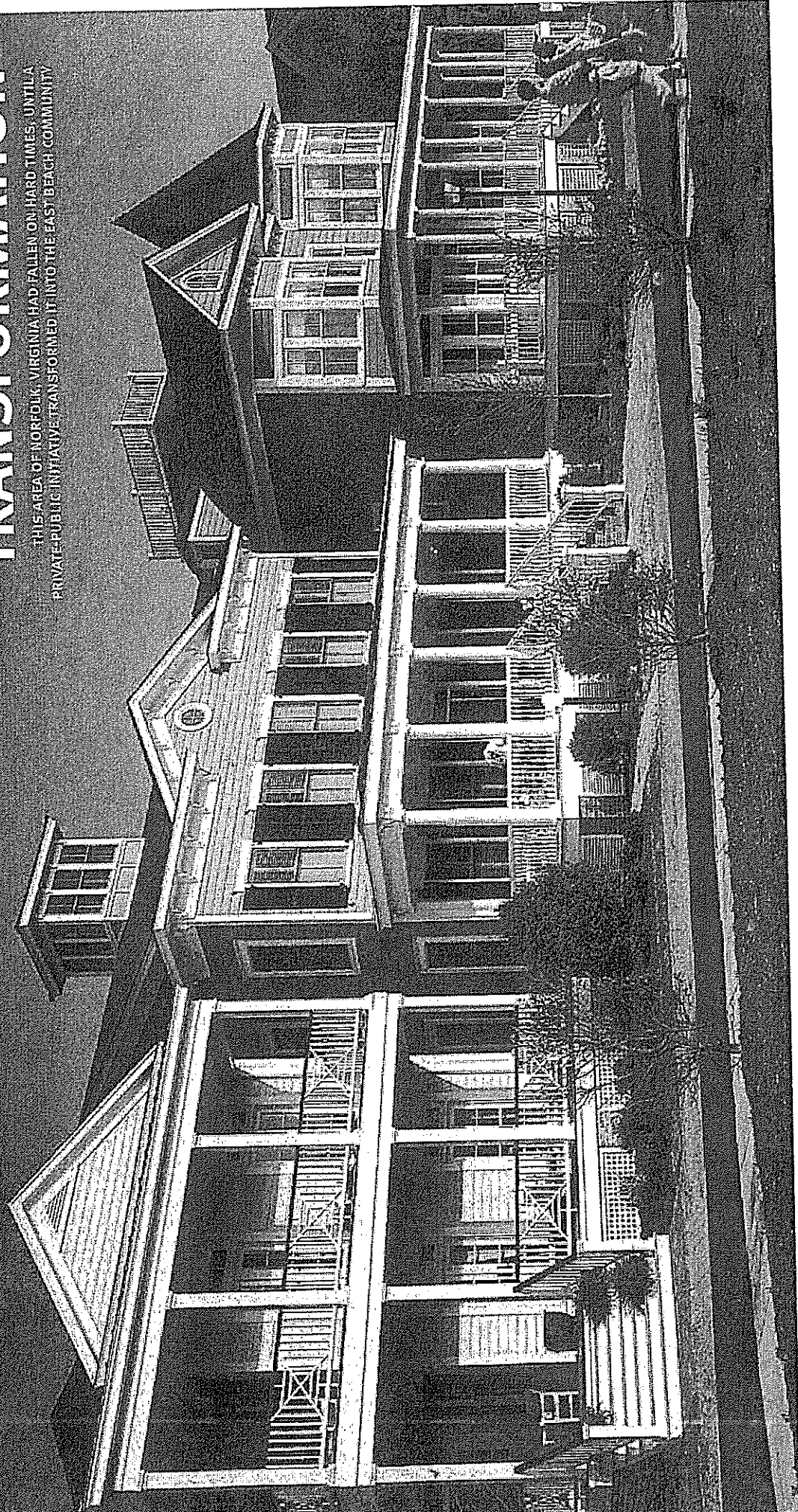
Durable James Hardie siding is non-combustible and resists damage from rain, moisture, hail, insects, woodpeckers and flying debris. Homeowners receive the added assurance of an up to a 50-year limited transferable product warranty against rotting, cracking and delaminating.

Summit Avenue is a monumental boulevard of houses, churches, synagogues, and schools that stretches over four miles from the St. Paul Cathedral to the Mississippi River. Summit Avenue was the abode of St. Paul's rich and famous, who in the 1850s began ascending Summit Hill and erecting splendid homes as monuments to their success.

"Summit Avenue is the most visited street in St. Paul, it was essential for the homes to look traditional," concluded Schmidt. "The design versatility and character of James Hardie siding is what made this project a success."

COLORFUL TRANSFORMATION

THIS AREA OF NORFOLK, VIRGINIA, HAD FALLEN ON HARD TIMES, UNTIL A PRIVATE-PUBLIC INITIATIVE TRANSFORMED IT INTO THE EAST BEACH COMMUNITY



Sometimes even a grazed history and a spectacular location cannot save an area from falling into disrepair. Such had become the fate of Ocean View in Norfolk, Virginia. Despite being surrounded Chesapeake Bay and Pretty Lake, by the 1980s it had become a notorious, crime-ridden area.

LOCATION
Norfolk, Virginia

FEATURED DEVELOPMENT
East Beach

DEVELOPER
East Beach is a public-private initiative with the City of Norfolk Redevelopment & Housing Authority and East Beach Company

PLAN
The 100-acre urban revitalization master plan by firm Duany Plater-Zyberk and Company will include 700 homes, offices, retail and a variety of public spaces for families to gather. Ground breaking in 2003, completion in 2012.

Twenty years ago, when Norfolk's chic leader's stride through the area known then as Ocean View they were dismayed by what they found. Iters was a township that had been popular with vacationers since Victorian

times, but which now boasted only rotting carnival attractions and broken rollercoasters.

This once thriving location had once played host to the military but it now appeared only to welcome drug dealers and criminals.

Yet even in its dilapidated state, Mayor Paul Fraim says there was a hint of revival.

"No amount of deterioration could dull the attractiveness of Chesapeake Bay. It walled. And slowly, Uloing testidoms and newcomers started to chip away at the decay. They began to rebuild Ocean View. And their vision and their commitment was contagious."

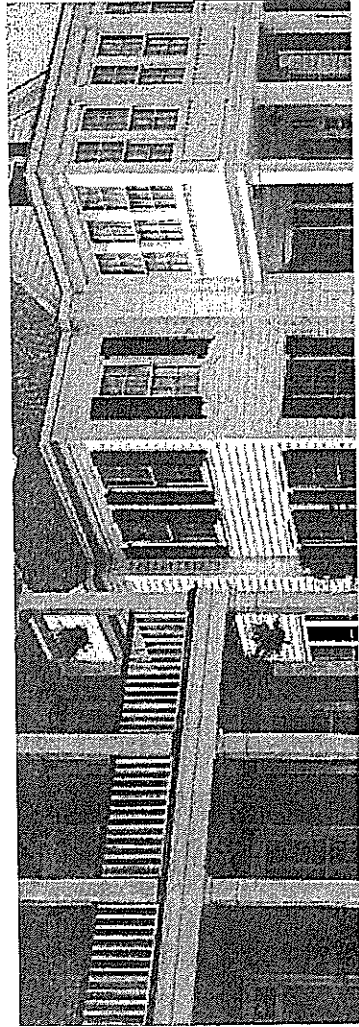
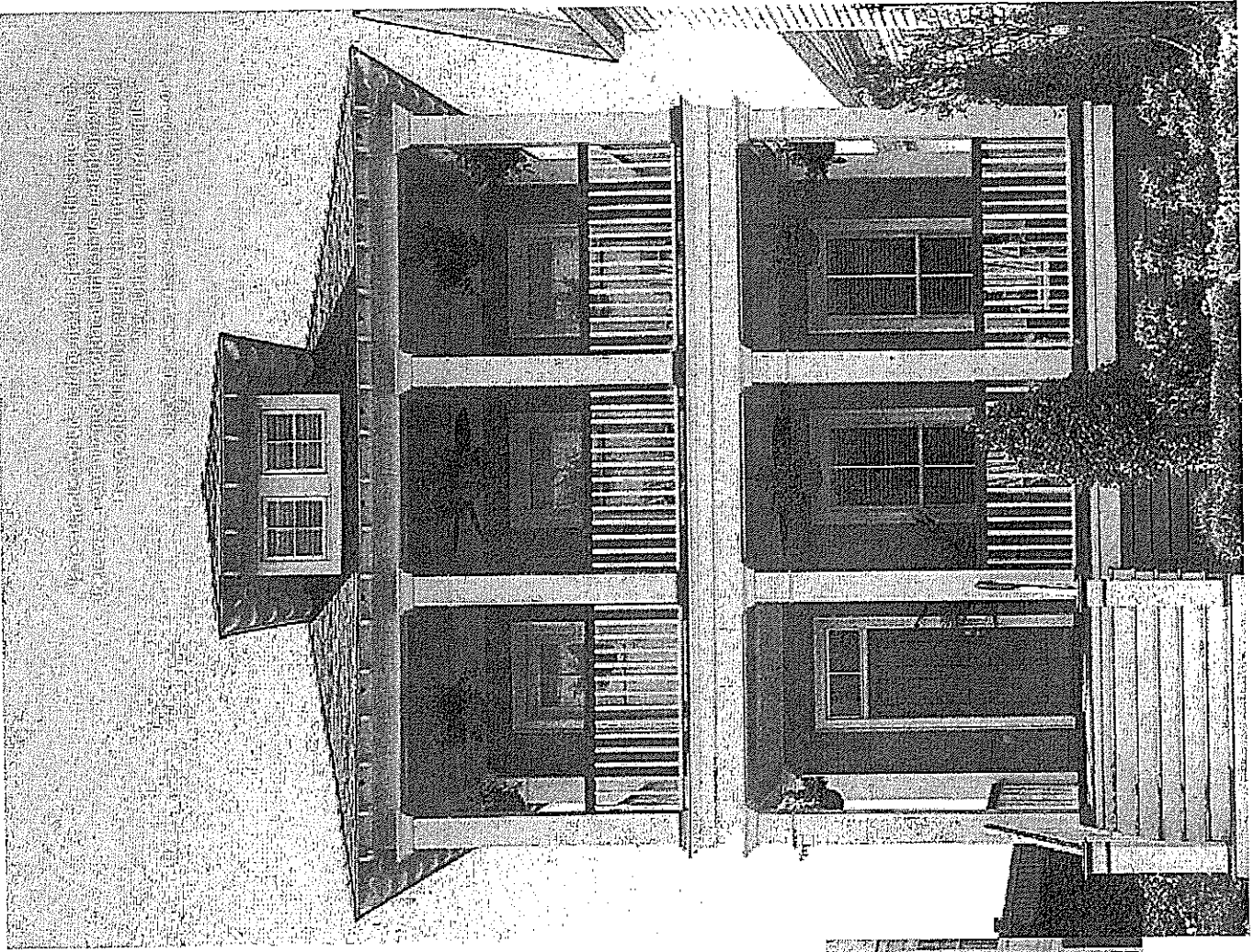
Renamed East Beach, the new community is a public-private initiative with the City of Norfolk, the Norfolk Redevelopment & Housing Authority, and the newly formed East Beach Company. More than \$40 million has been

spent preparing the 100 acres of East Beach for development. This includes the construction of a 20-ft-high bridge over Pretty Lake to improve access to Chesapeake Bay.

Many unsavory businesses were acquired and demolished throughout the corridor. This has made way for houses that embrace a coastal architectural style indigenous to Virginia and sister states Maryland and North Carolina.

Design guidelines known as the Portem Book for East Beach has been drawn up by Urban Design Associates (UDA). It features the architectural design guidelines, which UDA representative Rob Robinson says are inspired by the Tidewater vernacular.

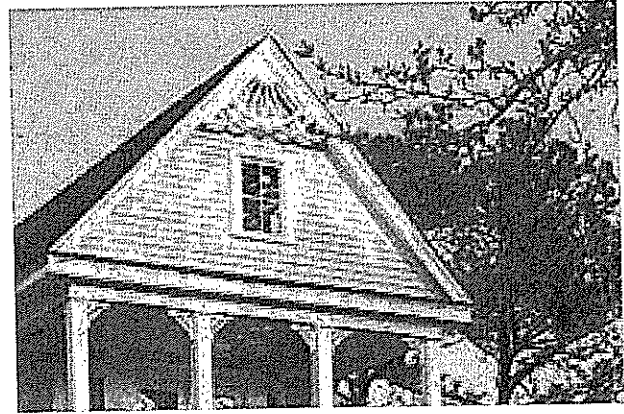
"These one-and-one-half story houses often have steeply pitched, side gable roofs with narrow dormers and exposed, massive chimneys on one or both ends of the house," he says.



Hardiplank® Top Siding in both Smooth and Beaded S Smooth is used throughout the neighborhood. Hardiplank® Straight Edge panel adds texture in the gables.

“All the houses with the old-time look had James Hardie siding on them. You can’t get that look with brick. The wind we get down here, it’s the kind that blows the vinyl right off your house.”

HOWARD SIMPSON, SIMPSON BUILDERS



“Typically, the Tidewater house is a three-bay composition. This form emerged in the early 1700s and proliferated along the coastal region.”

Representatives from the building companies involved in the revival of East Beach were taken to historic settlements to illustrate the design guidelines.

Howard Simpson from Simpson Builders says he looked at neo-traditional neighborhoods in South Carolina and noticed the James Hardie® siding.

“All the houses with the old-time look had James Hardie siding on them. You can’t get that look with brick. The wind we get down here, it’s the kind that blows the vinyl right off your house,” he says.

East Beach Company general manager Joe Barnes had already used James Hardie siding during the development of Celebration in Orlando, Florida. He says it enabled them to use an alternative to stucco and to create homes that evoked the architecture traditional to that region.

Now working on East Beach, he advocates builders to use James Hardie siding.

“I’m a firm believer that the built environment has an impact on how you feel as a person,” he says.

Town architect and guild manager Roger Wood says James Hardie products satisfy people’s preference for a low-maintenance, quality product.

“James Hardie products hit the market

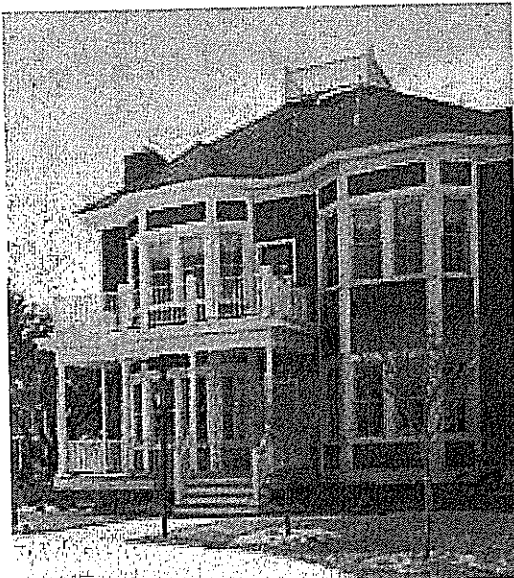
at about the same time as there was a return to more traditional, mixed-use neighborhoods. It’s a product that has enabled the implementation of New Urbanist design principles,” he says.

With the requirement for details such as cornices, trims and moldings, Wood has noticed exterior tradespeople are taking greater pride in their work.

Architectural features such as front porches have the added bonus of fostering neighborhood connections.

“It’s the old ‘eyes on the street’, all great neighborhoods adhere to this principle.”

For further information visit the website www.eastbeachnorfolk.com.



HURRICANE RESISTANCE

When Hurricane Isabel battered the East Coast throughout the Carolinas, Virginia and Pennsylvania in 2003, it caused \$500 million in property damage.

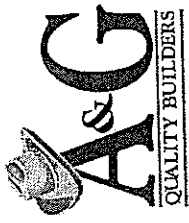
According to a newspaper report in the Charlotte Urban Home, houses with James Hardie® siding were among those most likely to withstand Isabel’s fearsome rage.

The article reported that John Macko, owner of John Macko Construction in North Carolina, had repaired hundreds of Isabel-damaged homes. He said that many houses had been stripped of their vinyl and wood

exteriors, but that the James Hardie siding hadn’t even needed repainting.

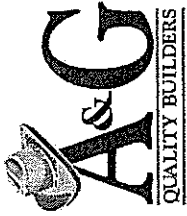
The combination of Portland cement, finely ground sand and natural fibers gives James Hardie siding the durability to withstand hurricane-force winds of up to 130mph. When installed properly James Hardie siding products are in compliance with the High Velocity Hurricane Zone requirements for Miami-Dade County, Florida Building Code.

For details regarding proper installation practices, visit www.jameshardie.com.



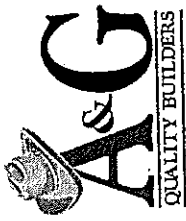
From the Secretary of the Interior's Standards for the
Rehabilitation of Historic Buildings.

“The burden will be on the applicant to
explain the reason why such a *dramatic*
change is *required* and why the original
material can *no longer be maintained* or
replaced with a matching material.”



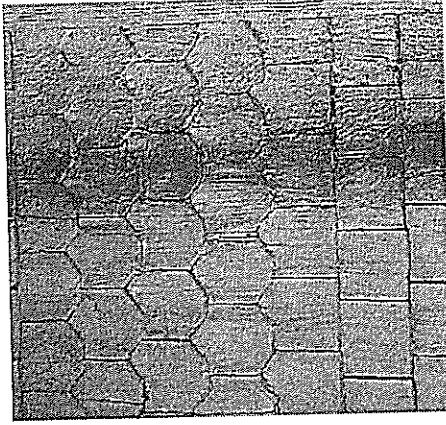
From the proposed West End Historic Overlay District Review Guidelines, 2006.

“Periodically, there are problems that are beyond the property owner’s control and the use of an alternative siding material may be necessary. These types of applications will be reviewed on a case-by-case basis and will be seriously examined by the Commission to ensure that all possible alternatives have been researched.”

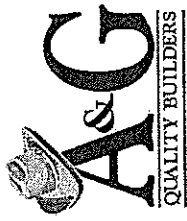


"The burden will be on the applicant to explain the reason why such a dramatic change is **required** and why the original material can no longer be maintained or replaced with a matching material."

The existing siding is rotted, loose and stained from water damage.



Carpentry cleaning and painting is not possible. Strong chemical and mechanical paint strippers, sandblasting or waterblasting would be required to surface prep the existing siding and trim for a new paint job. Chemical and mechanical surface preparation methods are to be avoided and existing siding would not withstand HRC design guideline discouraged blasting methods.



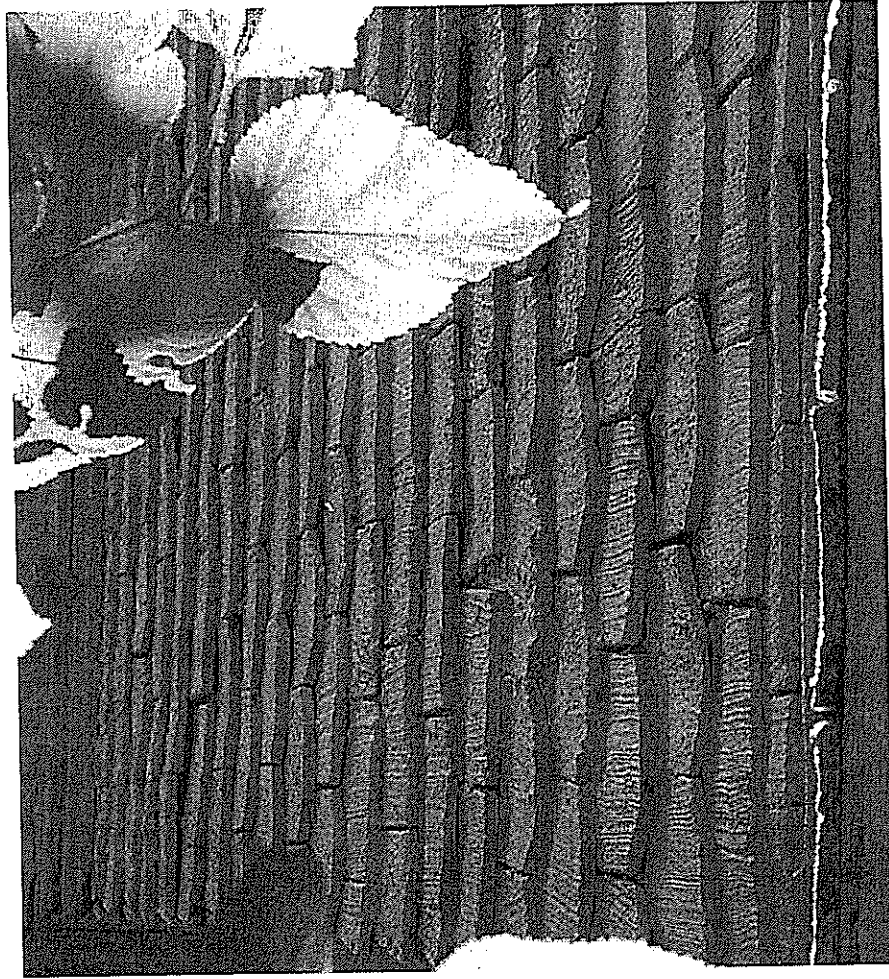
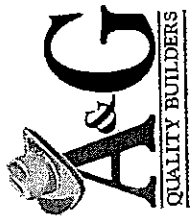
“The burden will be on the applicant to explain the reason why such a dramatic change is required and why the original material can ***no longer be maintained or replaced*** with a matching material.”

Siding and Painting professionals in attendance can provide siding maintenance and replacement method affidavits to prove “maintained or replaced” is not technically feasible.

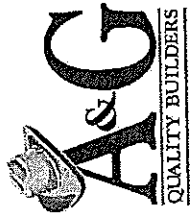
Maintenance (painting) would require resurfacing. The existing siding would not withstand these techniques.

Spot ***Replacement*** (siding) is not ***technically*** feasible because of lap and shake siding installation methods.

From the Secretary of Interior Standards for the Rehabilitation of Historic Buildings, “If using the same kind of material is not ***technically*** or economically feasible, then a compatible substitute material may be considered.” (from page 77 of the guidelines section on Rehabilitation).”



A&G Quality Builders, LLC, Licensed General Contractor - angquality.com



From the proposed West End Historic Overlay District
Review Guidelines, 2006.

“The use of synthetic siding will be a last resort solution for
any situation and the new material must be a time-tested
product line of high-quality.”

- problems with siding are beyond Dr. Shoaf's control
- all possible alternatives have been researched
- James Hardie product is a time-tested product of high quality



From the Secretary of Interior Standards for the Rehabilitation of Historic Buildings, “If using the same kind of material is not technically or **economically feasible**, then a compatible substitute material may be considered.” (from page 77 of the guidelines section on **Rehabilitation**).”

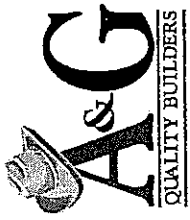
Norandex-Reynolds – \$\$ of Cedar vs. Compatible Substitute Material

Cedar - \$ 561.75 per square

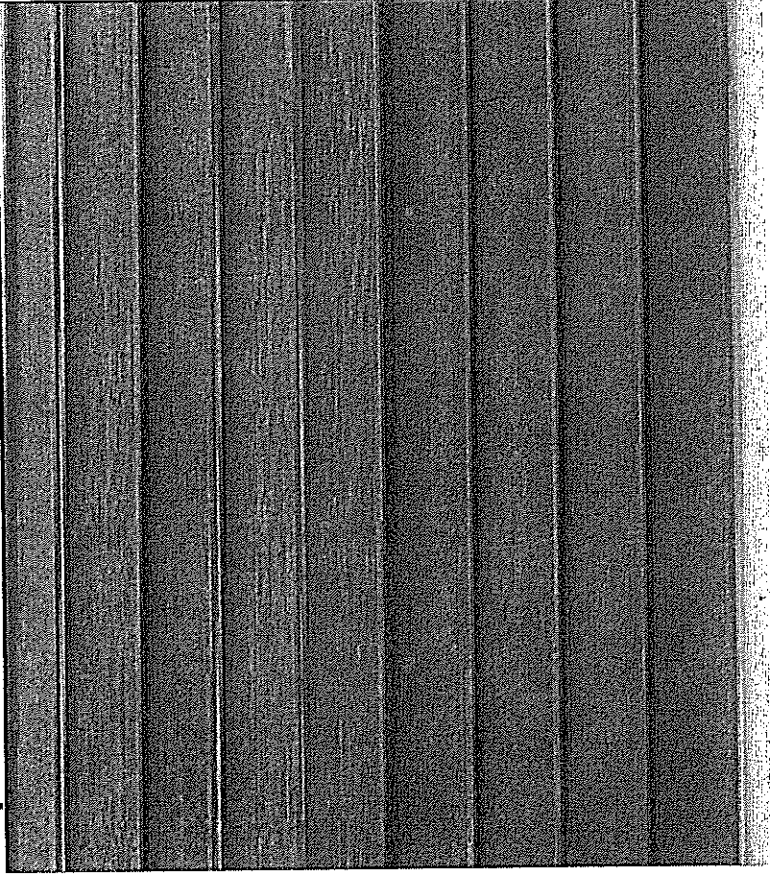
Compatible Substitute Material - \$ 226.84 per square



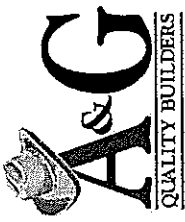
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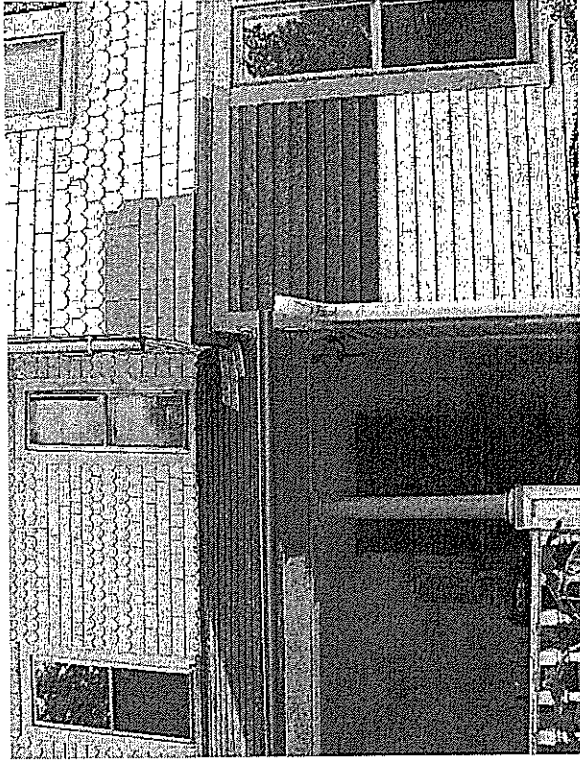
Compatible Substitute Material



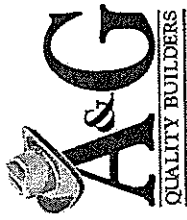
A&G Quality Builders, LLC, Licensed General Contractor - angquality.com



"The burden will be on the applicant to explain the reason why such a *dramatic* change is required and why the original material can no longer be maintained or replaced with a matching material."

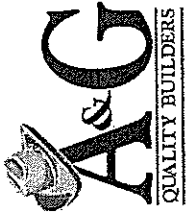


We do not consider the proposed James Hardie siding a dramatic change. Our demonstration area and other areas demonstrate cedar and James Hardie siding products are virtually impossible to distinguish from each other.



Summary

- Existing siding cannot be repaired or resurfaced by available means
- To preserve architectural character of the Shingle Style, shingles must be replaced
- Replacing with wood materials creates an unreasonable financial burden that the owners cannot bear, and does not provide a durable solution
- Proposed use of Hardie product provides a solution that is physically possible, cost-effective, and consistent with the HRC's goal of preserving the property's original appearance and historical character within the neighborhood



Dr. Shoaf and Mr. Miller have gone to great lengths to research and educate themselves on Queen Anne color palette and architectural elements of the West End. They are pleased to propose exterior changes in this application which will maintain more elements of the period than those currently displayed on existing homes and buildings in the area.

Dr. Sarah Shoaf, Mr. Alan Miller and A&G Quality Builders believe the proposed solution does not dramatically change the appearance of Dr. Shoaf and Mr. Miller's home. The proposal does duplicate the original material in appearance and does not lead to a loss in integrity.

We appreciate the Historical Resources Commission's case-by-case review and attention given to this application for the exterior changes to their home.

Dear Mr. Houston,

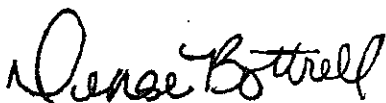
Thank you for considering James Hardie® siding as an alternative to wood for your restoration project in the Town of Hopkinton. We'd like to assure you that its authentic wood-grain look will preserve the town hall's historical integrity better and longer than wood.

Enclosed are several brochures and case studies that showcase the use of our products in historical applications. They include the following:

- *Streetscapes* magazine showcasing 16 neighborhoods across the country - most wanting the "historic" look of the particular city or region. Three communities in particular had a desire to recreate local historic architecture:
 - East Beach-Norfolk, VA (pgs. 8-10)
 - Village of West Clay-Indianapolis, IN (pgs. 72-75)
 - Cherry Hill Village-Detroit, MI (pgs. 12-14)
- *Creating Better Places to Live* DVD features interviews with industry experts explaining the differences between James Hardie siding, brick, vinyl, wood and stucco. They also speak directly to municipalities who restrict the use of siding and on design flexibility and homeowner desire.
- "*Summit Hill Historical Society*" case study highlights the The Preservation Society's acceptance of James Hardie siding on Summit Avenue, one of the oldest and best-preserved upper-class Victorian promenade boulevards in the US.
- "*Cities leaning on new products to preserve historic neighborhoods*" article sites some of the most strict historic districts that have approved the use of James Hardie siding.
- *Product Brochures* listing benefits such as fire, insect and moisture resistance as well as a variety of profiles to create virtually any architectural design.

Hopefully this information will be helpful in your decision making process. Please don't hesitate to call us at 866-442-7343 should you have any questions.

Sincerely,



Denese Bottrell
Corporate Communications Manager

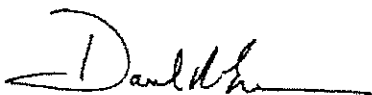
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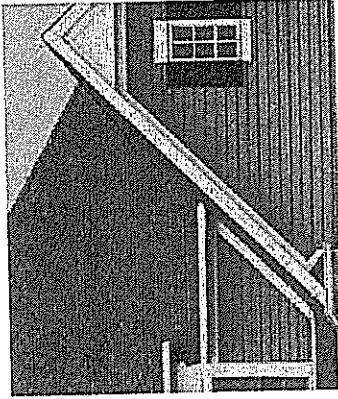
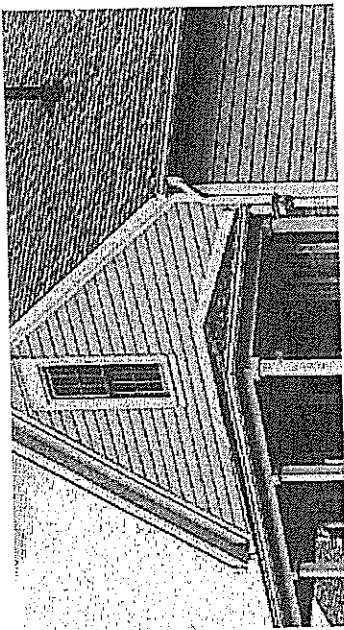
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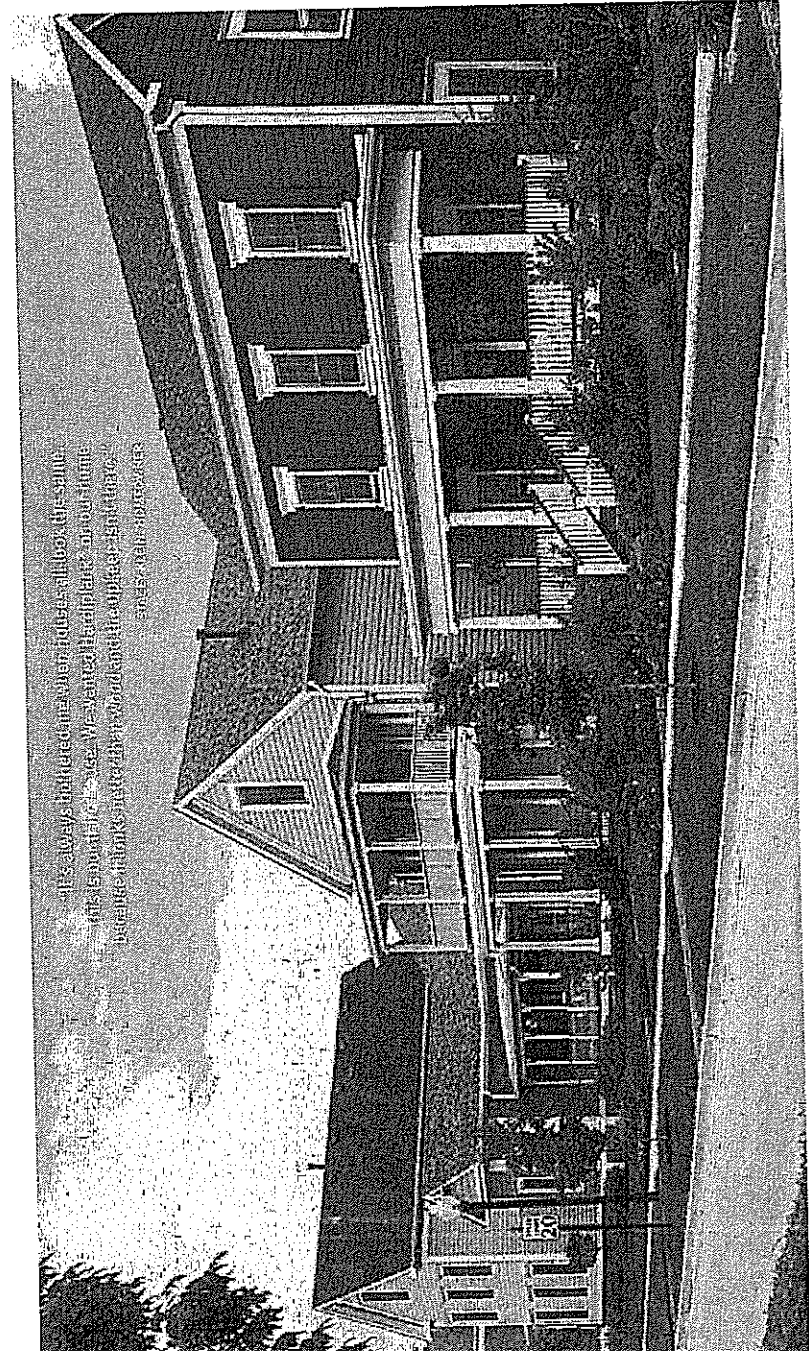


Dan Tresch
National Manager-Governmental Affairs
James Hardie Building Products



RICH TAPESTRY

A PLETHORA OF CLASSIC ARCHITECTURAL STYLES DREW HOMEOWNERS TO A NEW COMMUNITY IN CARMEL, INDIANA



...they always had the same, even the same income, or share the same views, so why would we want to live in a house that looks the same as everyone else's? That's the question developers championing Traditional Neighborhood Designs are finding has great resonance with prospective homeowners.

SPIDER VAIN-SPARKES

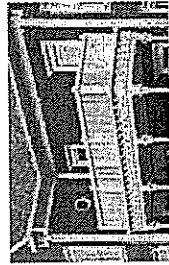
We don't all look the same, act the same, earn the same income, or share the same views, so why would we want to live in a house that looks the same as everyone else's? That's the question developers championing Traditional Neighborhood Designs are finding has great resonance with prospective homeowners.

LOCATION
Carmel, Indiana
DEVELOPMENT
The Village of WestClay
DEVELOPER
Branwick
PLAN
60+ acres featuring 300 architecturally diverse condominiums, townhomes, village homes and estate homes.
ACCOMMODATION
Carmel Mayor Tom Huston is the mayor in the Village of WestClay of WestClay and commercial based on New Urbanism and Traditional Neighborhood Designs (TND).

every home, which is inspired by some of the great architectural styles of the past. Branwick Development's research shows that the number one reason people want to move to The Village of WestClay is the traditional housing designs that feature Federal, Greek Revival, Italianate, Victorian, Colonial and Gothic styles. Branwick president and chief executive officer George Sweet says both he and his partner Tom Huston appreciate classic architecture and began studying New Urbanism 10 years ago. What they liked was the emphasis on architectural diversity, an idea they embraced when developing The Village of WestClay.

"We didn't want it all to be Indianapolis brick. We wanted heterogeneous versus homogeneous," says Sweet. "James Hardie was a major influence on the visual appeal of the Village because it gave us the look we were after, with the quality and low maintenance aspects we wanted to pass on to residents." Building began in 1999 and by July 2000 the first models opened. This was unfortunate timing as the stock market fell and then 9/11's trading of potential homebuyers. Despite these setbacks, Sweet says the Village outperformed every other neighborhood.

"To better understand why the Village is so successful, we conduct a focus group there is 60 acres of open space containing parks, fountains, ponds and pergolas. There are old-fashioned street lights, swimming pools and nature trails, lakes and woods. And there are monthly pot-luck dinners and children storytime events at the Village Meeting House. Yet, these neighborhood-oriented events, which are designed to foster a sense of community rather than of individual isolation, are not the main attraction for prospective homebuyers. It might be why they stay, but what attracts them in the first place is visual diversity — the individual personality of



each year, asking residents why they invested in this unique community. They have two answers — they had a sense it would be different, and they liked the architecture."

The Village has been embraced by Carmel Mayor Jim Brinard, who is encouraging more New Urbanism developments in this neighborhood.

Builders such as Dale Woodall from Woodall Construction Services created Queen-Anne Victorian homes with exterior siding reminiscent of early 20th century architecture. They feature steep roof lines enhanced by detailing such as spindles, brackets and fish-scalloped siding.

"Diverse housing encourages a

"James Hardie was a major influence on the visual appeal of The Village because it gave us the look we were after."

GEORGE SWEET, PRESIDENT AND CEO, BREHWICK

live in with their three children. Havens says that in contrast to their previous home, which had vinyl siding, the James Hardie exterior creates a cozier living environment, especially on wet days when the rain falls on the house.

"We immediately noticed how much quieter and cozier this home is compared to the others we have owned. We moved here because we loved the diverse architecture. It wasn't a vanilla, pre-stamped community," she says.

"The atmosphere is so nice, we never get tired of looking at the homes."

For more information visit the website www.villageatwestclay.com.

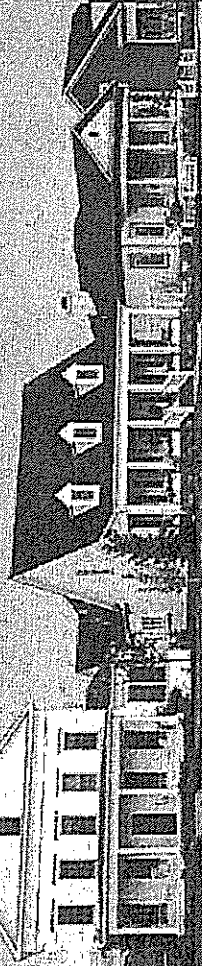
lapathy of interesting people who don't want cookie-cutter designs," says Woodall. Bill Brooks from the William Gordon Group says before building cottages for The Village of West Clay, the company only used brick. However, James Hardie® products have given them the confidence to branch out into more diverse architectural designs.

"James Hardie siding opened up the opportunity for color. We love that it can be used in all types of buildings, including commercial and family homes. We like the product's visual diversity with options such as fishscaling, smooth or wood grain."

Homeowners Beth and Michael Havens bought a William Gordon Village Home to

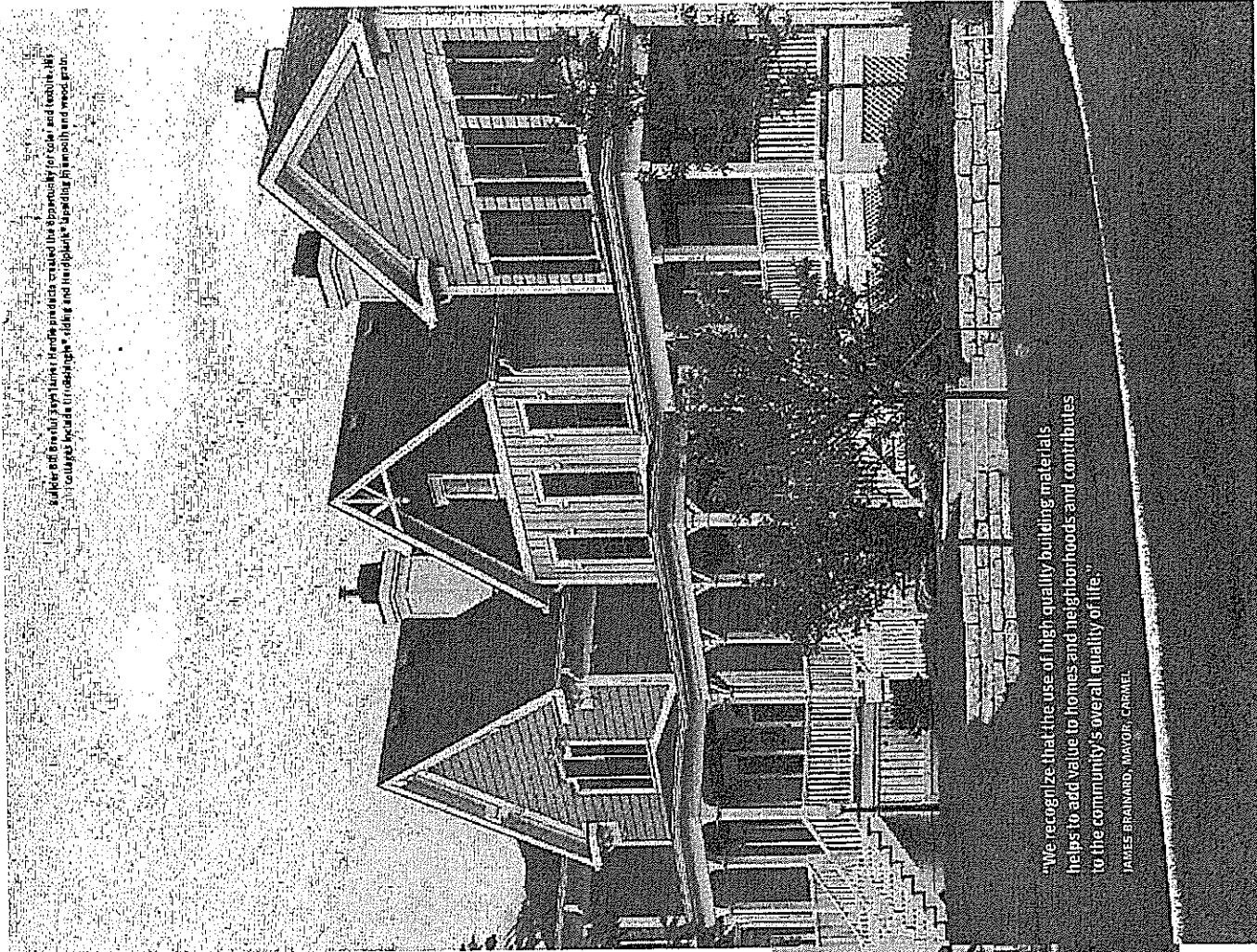
"Homes may not be built as close together initially, but they end up really being built together. We're in our people's fifth year of living in the Village."

— JAMES HARDIE COMMUNITY



"We recognize that the use of high quality building materials helps to add value to homes and neighborhoods and contributes to the community's overall quality of life."

JAMES BRINARD, MAYOR, CARMEL

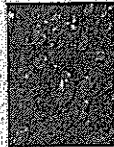


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RESISTS DAMAGE FROM HAIL, HUNG CUMYRA



RESISTS COLOR LOSS IN WINDY CLIMATES



RESISTS DAMAGE FROM FLYING DEBRIS



RESISTS COLOR LOSS IN WINDY CLIMATES

Van Peuren and New Orleans' Gallus say vinyl is not allowed in their historic neighborhoods, either, because of its incompatibility with the high-moisture climates in those areas.

Indeed, its durability may make fiber-cement siding that much more attractive. Its 50-year limited warranty against rotting, warping, cracking and delaminating ensures its beauty is as timeless as the homes themselves.

"It was a fireproof substance, it was paintable and what's really important down here is that it was termite-resistant," adds Gallus.

"It fits in," he says. "It's an appropriate material."

For a list of historical neighborhoods which have approved the use of James Hardie siding products, visit www.jameshardie.com.

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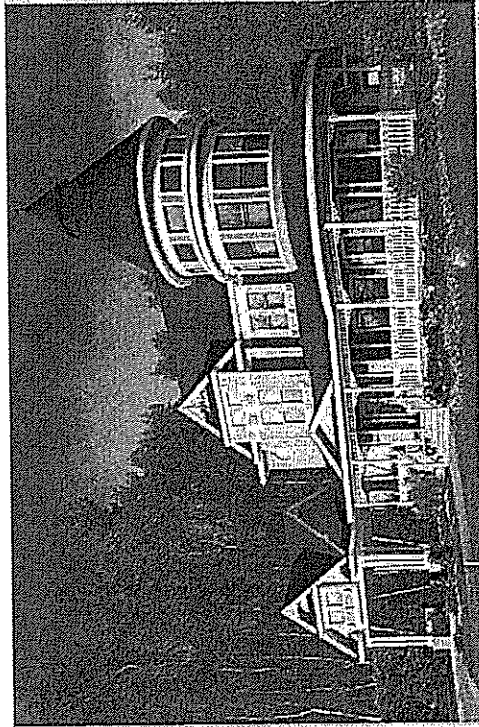
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Cities leaning on new products to preserve historic neighborhoods

A 21st-century building material is taking its place in American history.



James Hardie® siding allows builders to offer the charm of historic single-story siding without the maintenance problems traditionally associated with wood-based products.

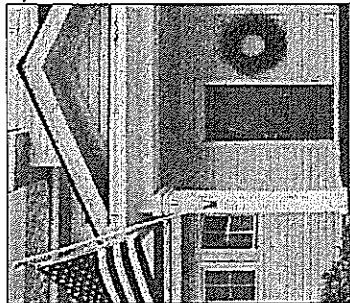
That's because historical homes across the country and new homes in historic districts are being aided with product that is thoroughly modern yet looks right at home on the most beautiful of old streets: fiber-cement siding.

Many of those streets are found in historic New Orleans, where houses date back to about 1880. According to Walter Galles, deputy director for the Historical District Landmarks Commission, fiber-cement siding has passed



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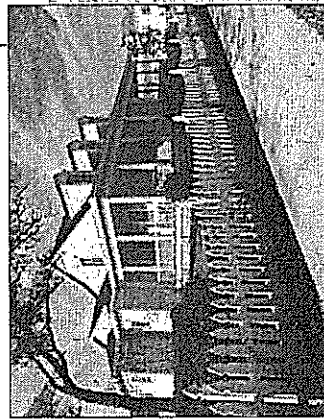
architectural review—and been given the nod by the passers-by.

"Our charge is to do the best we can to preserve the historic character of our neighborhoods," says Gallus, whose commission oversees preservation of residential buildings in 13 historical districts in the city. Widely prevalent in these districts is the quaint "double shot-gun house," in which rooms line up one behind the other.

"We have approved Hardiplank siding for existing structures and approved it a lot for new structures," he says, referring to the country's best-selling fiber-cement siding, manufactured by James Hardie Building Products. "It's a modern material that is compatible in the historic districts."

In New Orleans' most famous district, Vieux Carré, better known as the French Quarter, fiber cement siding is its distinctive Creole cottages virtually one plank at a time.

According to Mark Cooper, director of the Vieux Carré Commission, which solely oversees preservation in that district, no manufactured sidings have been approved except Hardiplank lap siding, which has been allowed twice for "unique districts."



James Hardie offers a variety of siding profiles and textures, installed throughout authentic historic neighborhoods.



conditions," namely space constraints, where the product's ease of assembly and low-maintenance characteristics made it the most practical option.

Also increasingly allowing fiber-cement siding on its old neighborhoods is Huntsville, Ala.

"We're finding that a lot of owners are coming to us with replacement questions," says Van Peurseem, chairman of the Huntsville Historic Preservation Commission.

One of the biggest is whether they should scrape or scrap their lead-painted wood. Salvaging it can be a messy, labor-intensive and potentially dangerous process. Van Peurseem says Hardiplank lap siding is approved when it matches the standard profile of the wood that is being replaced, and for additions on homes where the profiles match.

"It's easier to replace it than scrape it," he says.

It was also found appropriate for new homes designed to fit into the old-time look of the district, which is mostly comprised of 100-year-old Queen Anne-style houses 1920s bungalow and numbers nearly 1,000 homes. Van Peurseem's only reservation is that the fiber-cement siding looks "too perfect."

But far from perfect, says Carolyn Murphy, zoning administrator for the historic town of Williamsburg, Va., is the appearance of vinyl, which has been confined to its post-war neighborhoods only.

"Vinyl siding is a shiny-looking material," says Murphy, explaining that the city welcomes fiber-cement siding on new homes in its older neighborhoods, as well as homes under renovation that were not previously constructed in wood or brick. "[Vinyl] doesn't resemble the wood. It doesn't give you the same feel or look."

When combined with James Hardie's lap siding, Hardiplank and panel siding products, Hardiplank and Hardiplank® panel products protect a home's exterior while helping to fall the price of a window, gutter, rake and trim.

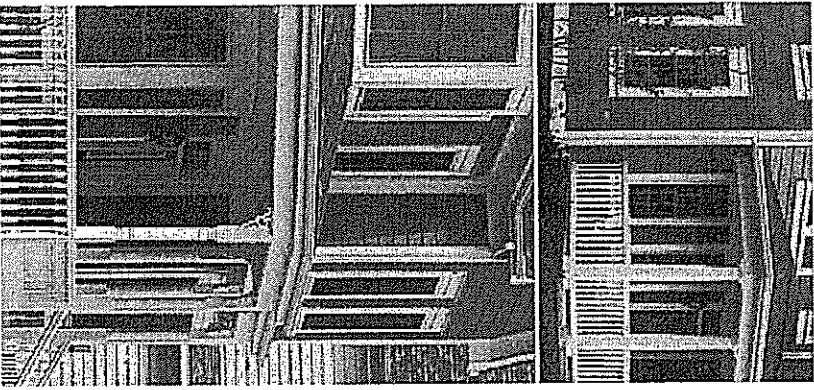
A DIFFERENT PACE

TREE-LINED STREETS IN CANTON, MICHIGAN, ENCOURAGE PEOPLE TO STROLL THROUGH THE NEIGHBORHOOD RATHER THAN DRIVE ON BY



"We gauge success by the number of complaints received from homeowners. We've had zero complaints with our Handle houses. It retains paint very well, which has a major impact on the vibrant look we want to achieve here."

CRAG MENBUCK, CURTIS BUILDING COMPANY



To say that architecture has an effect on people's everyday lives is to completely underestimate its impact. For example, something as simple as whether to install a deck at the back of the house or a porch at the front can have a huge effect on community wellbeing.



When Billmore Properties Corporation became involved in Cherry Hill Village in Canton, southeast Michigan, Vice President David Stolman says they knew it was about more than just building houses. "Vibrant residents are now getting to live in the Traditional Neighborhood Design (TND) Uta. There's a new theater, ice-cream store, and even a pharmacy that will deliver your prescriptions. It's all within walking distance of residents' homes," he says. Cherry Hill Village is the first new neighborhood in southeast Michigan to replicate the old communities where houses were built closely together and downtown shops were accessible by foot. It was built around a 19th century hamlet known as Cherry Hill, in which a number of limestone buildings had remained. The mission given to Billmore by Canton city

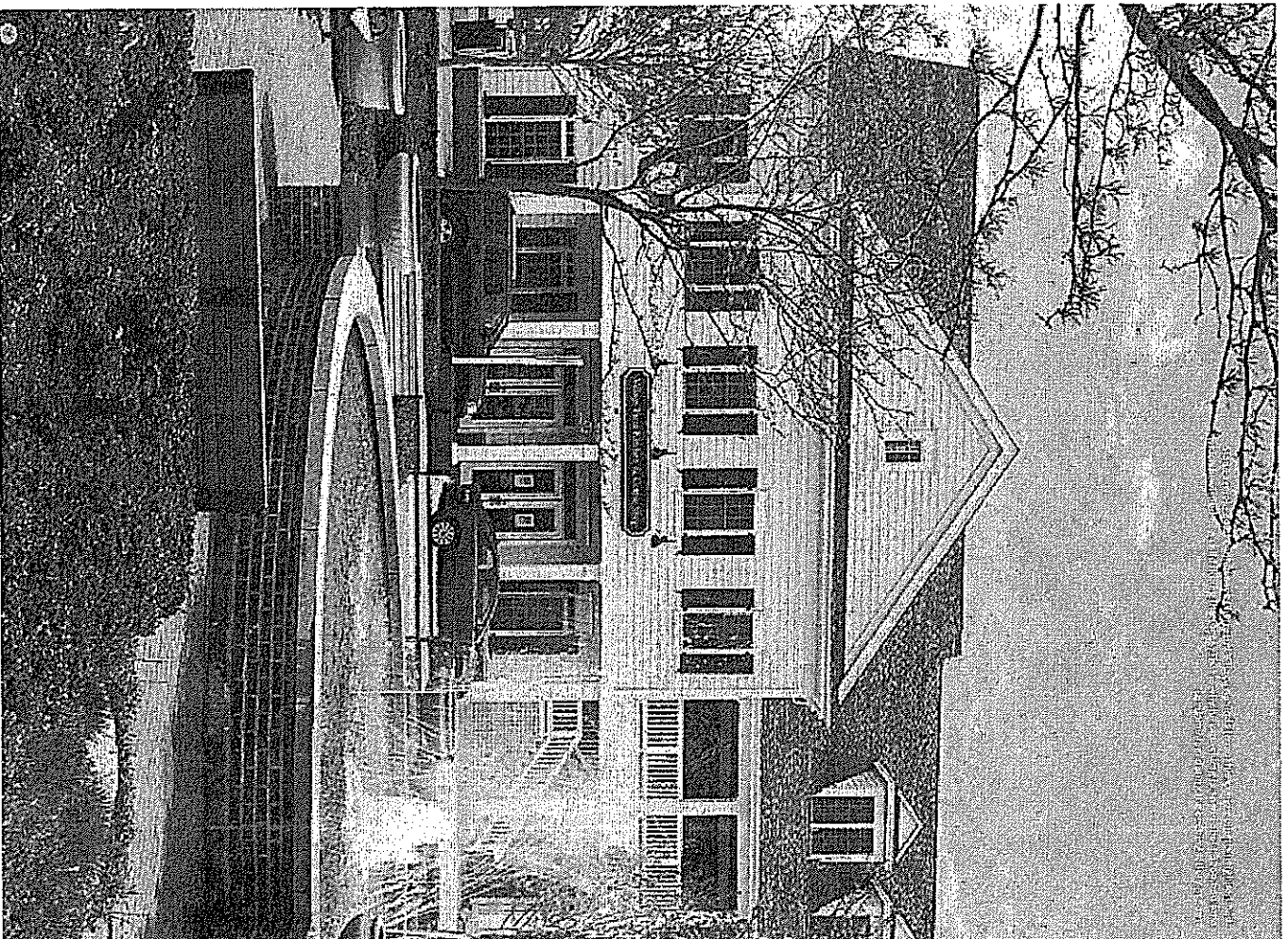
officials was to develop Cherry Hill Village as a continuation of the original settlement. Canton's vice chair of the historic district commission Melissa McLaughlin says the goal has been to finish building the town that never historically developed.

"As the necessities of building houses close to each other and close to the streets, we ask builders to give James Hardie products. Why doesn't have the natural and architectural quality that Hardipark siding offers," says McLaughlin. "I know it may cost more but to believe in building for the ages - not just for the short term."

Pending for the 338-acre Cherry Hill Village includes 1,800 households, as well as retailers, restaurants and a Performing Arts Center. There is a system of pedestrian-friendly streets and nearly 22 miles of sidewalks, pathways and bicycle trails.

Cherry Hill Village is a steadily growing popular with homeowners. Up to 500 people were on the waiting list for the first lot. According to Tom Zaccaro, of Brica Building Company, a key attraction for future residents is the different color schemes and architectural details such as cornices and ebbornic moldings. For these features, the company has turned to James Hardie® products.

"Variety of color was a major consideration, so that eliminated many from the discussion. Drake's predominant in the area, but we wanted something



“Vinyl doesn’t have the textural and architectural quality that Hardiplank siding offers. I know it may cost more but I believe in building for the ages, not just for the short term.”

MELISSA MCLAUGHLIN, VICE CHAIR, HISTORIC DISTRICT COMMISSION, CANTON TOWNSHIP

unique,” says Zalesin.

“In addition, we needed something that would look great years from now – so wood was out of the question. It was at this point we discovered James Hardie siding.”

Craig Mennuck of the Curtis Building Company says the color schemes made possible by the use of James Hardie fiber-cement siding, has become a major selling point.

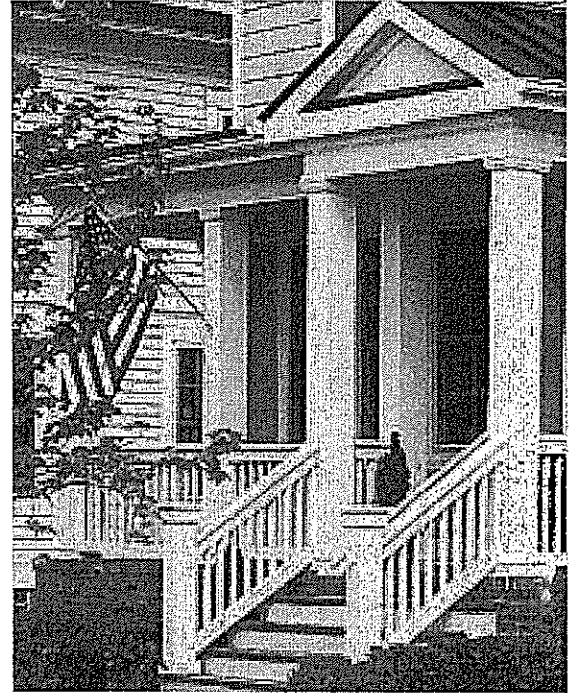
“We gauge success by the number of complaints received from homeowners.

We’ve had zero complaints with our Hardie houses. People are happy with its strength and durability. It retains paint very well, which has a major impact on the vibrant look we want to achieve here.”

Homeowner Suzanne Jaskowski believes that Cherry Hill Village is what all neighborhoods should be like.

“I wish we’d had this when we were raising our children,” she says.

For more information visit the website www.cherryhillvillage.com.



“Variety of color was a major consideration, so that eliminated vinyl from the discussion. Brick is predominant in this area, but we wanted something unique.

LORNE ZALESIN, OF BRUCE BUILDING COMPANY

