

# STREETSCAPES

JamesHardie *online*

Creating Better Places to Live

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## Fiber Cement Siding Tops *Remodeling Magazine's* Cost vs. Value Report for Fourth Consecutive Year

Siding replacement using fiber cement provides the best return on investment (86.7% on average nationally) than any other remodeling project in *Remodeling Magazine's* latest Cost vs. Value report. The widely-followed study analyzed the resale value of 30 different remodeling projects in nine regions around the country.

[\[more\]](#)



## Neighborhoods at a Glance



**Location:** Harrisonburg, VA  
**Project:** Preston Lake  
**Builder/Developers:** The Hine Group  
**Type of Project:** New Urbanist

### New Urbanist Community Rises in Virginia's Shenandoah Valley

Located approximately 130 miles from Washington, D.C., the new Preston Lake development in Harrisonburg, Virginia promotes qualities that many homebuyers value these days: a forward-thinking walkable neighborhood plan that marries gracious, neighbor-friendly architecture with green space and Main Street-style retail options literally around the corner.

[\[more\]](#)



**Location:** Portland, OR  
**Project:** Infill Home  
**Architect/Developer:** Zac Blodget  
DESIGN/VERTE  
Portland, OR  
**Builder:** Milos Jovanovic  
Root Design Build  
Portland, OR

### First LEED Platinum Home in Portland, Oregon Also Offers Attractive Price Point

A new infill home located near Concordia University in Portland teaches the valuable lesson that building an environmentally-friendly, low-maintenance home can be done on a realistic budget. According to the home's architect/developer, HardiePlank® lap siding was the "obvious choice" for the exterior.

[\[more\]](#)



## Submit Your Designs and Sell More Homes

- Free model home listings
- Gallery of model homes
- Exterior Design center



### Industry Pro Q&A



**Sheri Peifer**  
**Vice President of Research & Strategy Planning**  
**Eskaton Senior Living Services**

Northern California-based Eskaton recently unveiled an innovative senior living demonstration home at the company's Roseville campus. The home serves as a teaching tool for architects, homebuilders and the public on how better design can improve the quality of life for older adults. Ms. Peifer shares her thoughts on the project and how she hopes it will positively impact senior housing design.

[\[more\]](#)

### In the News



**Visit James Hardie at the SURFACES 2009 Trade Show February 3-5 in Las Vegas**

HardieBacker® Cement Board is truly a household name when it comes to top quality flooring underlayment. Best of all, our exclusive Moldblock™ Technology makes HardieBacker an even smarter choice for wet areas—including floors, walls and ceilings. Come see for yourself why HardieBacker mops up the competition—visit us in booth #2554 at SURFACES 2009, the most important flooring show of the year.

[\[Learn more about the show\]](#)



**AIA Design Trends Survey Finds Durable Exterior Materials Remain Popular, Demand for Infill Housing Rising**

Architects report a clear preference among clients for durable and sustainable exterior materials (such as fiber cement siding) on their homes, according to the AIA's quarterly Home Design Trends Survey. The poll also found that infill projects continue to grow in popularity as households seek homes that will retain value, and provide families with easier access to public transportation, employment and entertainment options.

**Source:** *American Institute of Architects*

[\[more\]](#)



**James Hardie Enhances Sales Order Processing**

James Hardie Building Products has selected Esker, Inc., one of the world's leading automated document delivery vendors, to enhance sales order entry and reduce paper consumption. The new program promises to deliver enhanced on-time shipment and accuracy of customer orders, and will enable customer service reps to access original order documents for followup requirements.

**Source:** *Esker Inc./James Hardie*

[\[more\]](#)

### Economic Downturn May Affect Tastes in Housing



The costs associated with maintaining large, elaborate homes will spur many homebuyers to opt for smaller and simple designs, say some industry observers. Buyers will also be seeking more quality upgrades, and builders will invest more on materials and features that buyers can see, such as exteriors and flooring.

**Source:** *Los Angeles Times*

[\[more\]](#)

## Product News



### **Don't Get Soaked by Choosing Inferior Weather Wrap**

James Hardie's new HardieWrap™ is a premium weather wrap that offers superior protection against water intrusion, with a breathable design that also allows vapor to be expelled from your home's walls. HardieWrap™ is part of a new suite of wrap and flashing products that can be used under fiber cement siding and many other cladding materials.

[\[more\]](#)

## Streetscapes



### **A Tour of Neighborhoods Across America**

Traditional neighborhood designs are finding a home in every corner of America. Click on the link below to read the online version of the James Hardie book, Streetscapes.

[\[Online Book\]](#)

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