14. The substrate of Claim 12 wherein the coating has a Shore A durometer value per ASTM C-661 of from about 10 to about 40.

15. The substrate of Claim 12 wherein the coating has a translucency which is greater than that of coating of an identical substrate coated with an identical coating composition wherein di-hydroxy-terminated dimethylpolysiloxane polymer (a) has a viscosity of greater than 200,000 cps.

16 The substrate of Claim 12 wherein the coating has one or more of a durability or UV resistance which is greater than that of coating of an identical substrate coated with an identical coating composition wherein di-hydroxy-terminated dimethylpolysiloxane polymer (a) has a viscosity of greater than 200,000 cps.

17. The substrate of Claim 12 wherein the coating provides water proofing protection for a longer period of time than that of coating of an identical substrate coated with an identical coating composition wherein di-hydroxy-terminated dimethylpolysiloxane polymer (a) has a viscosity of greater than 200,000 cps.

18. The substrate of Claim 12 wherein the coating maintains the original appearance of the substrate more so than that of an identical substrate coated with an identical coating composition wherein di-hydroxy-terminated dimethylpolysiloxane polymer (a) has a viscosity of greater than 200,000 cps.

19. A method of treating a building façade comprising applying to an exterior portion of the building façade the one-part, moisture-curable, elastomeric, translucent coating composition of Claim 1 and curing the coating composition to provide a cured coating on the building facade.

20. A building facade containing the cured coating of Claim ~~21~~.

What is claimed is:

1. A one-part, moisture-curable, elastomeric, translucent coating composition comprising:

(a) a di-hydroxy-terminated dimethylpolysiloxane polymer;

(b) a reinforcing filler;

(c) an organic solvent;

(d) a polyalkoxysilane crosslinking agent;

(e) an organo-silane adhesion promoter; and,

(f) a titanium condensation cure catalyst,

wherein the composition is a one-part, moisture-curable, elastomeric, translucent coating composition.

2. The coating composition of Claim 1 wherein the di-hydroxy-terminated dimethylpolysiloxane polymer (a) has a viscosity of less than about 200,000 cps at 25°C.

3. The coating composition of Claim 1 wherein the di-hydroxy-terminated dimethylpolysiloxane polymer (a) has a viscosity of less than about 5,000 cps at 25°C.

4. The coating composition of Claim 1 wherein the reinforcing filler (b) is fumed silica filler doubly treated with D4 and hexamethyldisilazane.

5. The coating composition of Claim 1 wherein the organic solvent (c) is a linear aliphatic hydrocarbon.

6. The coating composition of Claim 1 wherein the polyalkoxysilane crosslinking agent (d) is methyltrimethoxysilane.

7. The coating composition of Claim 1 wherein the organo-silane adhesion promoter (e) is tris-trimethoxysilylpropylisocyanurate.

14. The substrate of Claim 12 wherein the coating has a Shore A durometer value per ASTM C-661 of from about 10 to about 40.

15. The substrate of Claim 12 wherein the coating has a translucency which is greater than that of coating of an identical substrate coated with an identical coating composition wherein di-hydroxy-terminated dimethylpolysiloxane polymer (a) has a viscosity of greater than 200,000 cps.

16 The substrate of Claim 12 wherein the coating has one or more of a durability or UV resistance which is greater than that of coating of an identical substrate coated with an identical coating composition wherein di-hydroxy-terminated dimethylpolysiloxane polymer (a) has a viscosity of greater than 200,000 cps.

17. The substrate of Claim 12 wherein the coating provides water proofing protection for a longer period of time than that of coating of an identical substrate coated with an identical coating composition wherein di-hydroxy-terminated dimethylpolysiloxane polymer (a) has a viscosity of greater than 200,000 cps.

18. The substrate of Claim 12 wherein the coating maintains the original appearance of the substrate more so than that of an identical substrate coated with an identical coating composition wherein di-hydroxy-terminated dimethylpolysiloxane polymer (a) has a viscosity of greater than 200,000 cps.

19. A method of treating a building façade comprising applying to an exterior portion of the building façade the one-part, moisture-curable, elastomeric, translucent coating composition of Claim 1 and curing the coating composition to provide a cured coating on the building facade.

20. A building facade containing the cured coating of Claim 19.