



HOUSING SUMMIT PROGRAM

Building for Impact United for Change

TUESDAY, MARCH 14, 2023

SHENANDOAH UNIVERSITY, STIMPSON AUDITORIUM
HALPIN-HARRISON HALL



Keynote Speakers

RYAN PRICE

Virginia REALTORS®
Chief Economist

SEAN S. SUDER, ESQ., LEED AP

ZONE^{CO}
Lead Principal/Founder

Summit Schedule

8:00 – 8:45 Registration, Continental Breakfast, and Networking

8:45 – 9:00 **Welcome and Introductions**

9:00 – 10:00 **Morning Keynote**

Ryan Price

Chief Economist, Virginia REALTORS®

10:00 – 10:15 Break

10:15 – 11:15 **Building Our Way Out of the Unaffordability**

Erica Sims, President

HDAvisors

For every jurisdiction in Virginia and now most every jurisdiction in the country, the creation of new housing and new, affordable housing is necessary to solve the affordability crisis. But how do we build this housing, what does it cost and who should do it? Learn the nuts and bolts of creating affordable rental and homeownership housing and how you can support this work happening in your community.

11:15 – 12:15 **Funding and Resources for Impact**

Moderator

Alex Gearin, Community Development Program Coordinator

Northern Shenandoah Valley Regional Commission

Panelists

**Jeanie Barbrow, Single Family Housing Program Director
Rural Development**

United States Department of Agriculture (USDA)

**Lorie Noakes, Executive Director
HUD Certified Housing Counselor**

Blue Ridge Housing Network, Inc.

Dave Sweeney, Senior Mortgage Advisor

F&M Mortgage

Frank Webster, Business Development Officer

Virginia Housing

12:15 – 1:00 Lunch and Networking

1:00 – 2:00 Affordable & Workforce Housing Development Case Studies

Moderator

Rev. Julia Burkley, Associate Pastor
Opequon Presbyterian Church

Panelists

Rev. Susan MacDonald
St. Paul's on the Hill, Senseny Place

Bob Boulter
Shenandoah Fellowship Foundation, Winchester House II

John Willingham, President
Stoneridge Companies, Inc., ZeroPak Development LLC

Kim Herbstritt, Executive Director
Blue Ridge Habitat for Humanity, Norris Village Phase II

2:00 – 3:00 Afternoon Keynote

Sean S. Suder, Esq., LEED AP
Lead Principal / Founder, ZONE^{co}

Zoning Reform for Housing Reform

American zoning was originally conceived a century ago as anti-crowding legislation and has had the effect of artificially constraining housing supply in cities and towns across America. Demand-side zoning can be calibrated to the housing needs of community, which can increase the diversity and accessibility of housing. This session will explore the ways demand-side zoning can alleviate housing supply issues in a context-sensitive manner.

3:00 – 3:15 Housing Summit Closing / Call to Action

Speaker Biographies



RYAN PRICE, Chief Economist

For more than a decade, Ryan has honed his knowledge of Virginia's housing market. Before stepping into his current role of Virginia REALTORS® Chief Economist, Ryan served as the association's Deputy Chief Economist. Prior to joining our team, he served as the President of research consulting firm LSA Planning, as an Urban Planner for the City of Alexandria, and as part of the research team at the Center for Regional Analysis at George Mason University. Even before joining VAR full time, Ryan spent years contributing to our research, including the monthly Virginia Home Sales Report and our quarterly regional market reports. He holds a bachelor's degree in finance from James Madison University and a master's degree in urban planning from Virginia Tech.

When he's not providing research and analyses to our members, lawmakers, and the media, you can find Ryan traveling, snowboarding, or playing soccer with his son. When asked about his food of choice, Ryan noted that he is a Taco Tuesday enthusiast.

Favorite Quote: "Life isn't about finding yourself. Life is about creating yourself." – George Bernard Shaw



SEAN S. SUDER, Esq., LEED AP

Since 2014, ZoneCo Founder and Lead Principal Sean Suder has led, managed, or worked on zoning code projects for more than 30 communities across 17 states and counting.

Sean served as Chief Counsel of Land Use and Planning for the City of Cincinnati where he represented the municipal corporation and its officials in all planning, land use, zoning, historic preservation and building matters; including serving as lead counsel for the award-winning Cincinnati Form-Based Code and Historic Preservation Ordinance.

Sean is a frequent speaker and panelist on the topics of zoning, zoning history, land use law, and historic preservation law. He has served as Ohio faculty for the Form-Based Code Institute (FBCI) (201 level) and is a member of the FBCI Resource Council. He has served as an adjunct professor of land use law at the University of Cincinnati College of Law and has been a guest lecturer at the University of Cincinnati College of Design, Art, Architecture and Planning. His articles have been published in *Planning Magazine*, *Cincinnati Enquirer*, *Midwest Real Estate News*, *Cities & Villages Magazine*, *Ohio Planners News*, and others. He has been quoted extensively in publications including *Governing Magazine* and the *Cincinnati Enquirer*.

In addition to his work with ZoneCo, Sean is the founding partner of the law firm of [Suder, LLC](#). Sean is licensed to practice law in Ohio, Kentucky, and the District of Columbia. He is recognized as a "Leading Lawyer" by *Chambers USA* 2020, 2021, 2022 in Band 1 in Ohio in Real Estate: Zoning/Land Use.



ERICA SIMS, President

As President of HDAvisors (HDA), a Virginia-based affordable housing consulting firm, Ms. Sims oversees a number of projects related to affordable housing production, policy and management. In particular, Ms. Sims serves as the CEO of HDA's long-standing clients, HousingForward Virginia and the Maggie Walker Community Land Trust.

Erica Sims has worked in the non-profit management, affordable housing development, and community organizing fields for over 18 years. Her focus has been social and economic justice through housing and economic development. Ms. Sims has held private sector, nonprofit, and government roles and has overseen the development of over 2,500 units of affordable housing and 50,000 square feet of commercial development space in new construction and renovation projects.

Prior to joining HDAvisors in 2017, she was the Deputy Executive Director of Mutual Housing Association of New York, a non-profit affordable housing developer, owner, and manager with a portfolio over 1,500 units of affordable housing. She received a Bachelor's in Economics and a Bachelor's in Urban Planning from the University of Michigan and a Masters of Business Administration from the Massachusetts Institute of Technology.



UPCOMING WORKSHOPS / LEARNING OPPORTUNITIES

Months: May, July, September and November

Topics:

- Legislative Update
- Fair Housing Training
- Strategic Regional Housing Charrette
- Policy Analysis

If you are interested in more information about the Housing Coalition of the Northern Shenandoah Valley or to get involved check out the website at HousingCoalitionNSV.org

VISION

A sustainable and vibrant community where everyone has access to safe, decent, and affordable housing.

MISSION

Mobilizing the community to positively influence and address housing challenges in the Northern Shenandoah Valley.

VALUES

Community

We will be a vibrant advocate of affordable and workforce housing while striving to advance strategies and solutions that honor and respect the equity, diversity, and inclusion of the community. We will engage all dimensions of the community recognizing that housing is a determinant of health, education, and social cohesiveness. Housing is Health, Growth, and Wellness.

Collaboration

We commit to a multi-sector approach that values and recognizes the importance of working together to advance housing solutions in the community.

Innovation

We are open and commit to adopting creative solutions to solve complex housing needs. We will take risks and introduce new thinking, technologies, projects, and forward-thinking ideas and strategies.

Sustainability

Our mission requires honesty, transparency and integrity in all we do, even as we establish the resources and infrastructure to advance sustainable housing solutions.

STEERING COMMITTEE

Bob Boulter, Faithworks; **Kaycee Childress**, United Way of Northern Shenandoah Valley; **Alex Gearin**, Northern Shenandoah Valley Regional Commission; **Kim Herbstritt**, Blue Ridge Habitat for Humanity; **Tracy Mitchell**, Valley Health System; **Dr. Doug Norell**, Valley Interfaith Council; **Dave Sweeney**, F&M Bank; **Kelly Storey**, Shenandoah Family Promise; **Amanda Whitson**, Realty One Group.

Thank You to Our Partners



United Way of Northern Shenandoah Valley

Faithworks