



What is it?

ZONED IN: Hampton Roads is HousingForward Virginia's zoning education initiative that seeks to help local leaders and professionals in and outside housing better understand what zoning is and how it functions in Virginia. We focus on showing how zoning directly impacts housing affordability, racial equity, and the wide range of cross-sector intersections, such as transportation, health, and economic development.

Virginia Zoning Atlas

This initiative presents a unique opportunity to join other states in an effort to compile the National Zoning Atlas. With a statewide zoning atlas, we can better visualize the ways zoning constrains housing and development, while also enabling us to make better cross-jurisdictional comparisons. Beginning this work in Hampton Roads with educational partners will kickstart our efforts to assemble a statewide zoning atlas. It also provide Hampton Roads with a tool to explore the ways in which zoning challenges community goals.

Our Target Audience

- Local and regional government officials,
- Housing practitioners (including developers, real estate professionals, and service providers),
- Economic development practitioners,
- Grassroots and community-based leaders,
- Environmental advocates,
- Local philanthropy,
- Regional associations, and
- Anchor institutions (universities and hospitals).

Why You Should Care



- Zoning dictates the ability to build and then sell diverse types of housing to meet the needs of your clients or local residents.



- Zoning can restrict density and impede much needed housing supply, preventing localities from attracting a diverse workforce.



- Zoning can decrease affordability by imposing strict requirements on builders and developers.



- Zoning can contribute to sprawling development that increases traffic congestion and further isolates communities from opportunity.



- Zoning can help address issues related to climate resiliency and environmental sustainability.

Goals

- Develop plain-language and visually-engaging materials to explain the basics of zoning so that anyone can understand it.
- Complete the Hampton Roads portion of the Virginia Zoning Atlas in order to hold a Regional Atlas Reveal, where we present the data and show how existing zoning policy is affecting housing development.
- Hold panel discussions at the Regional Atlas Reveal with local developers and stakeholders on the real impacts of zoning on their work.
- Provide local and regional leaders in housing with collateral (i.e. one pagers, visual guides, an online toolkit) to better explain zoning to their peers, clients, community members, and elected representatives.
- Create a replicable process for expanding to other regions of Virginia





NIMBY Eradicator

\$10,000

- Prominent recognition on all print and digital program materials and signage
- Spotlight on HFV website about company (15,000 users / year)
- Recognition in event promotional emails, event program and/or other event materials
- Quarterly social media posts highlighting company sponsorship (LinkedIn, Instagram, etc.)
- Opportunity to make opening remarks at local convenings
- Opportunity to provide branded swag at local convenings

Density Liberator

\$7,500

- Logo recognition on all print and digital event materials and signage
- Spotlight on HFV website about company (15,000 users / year)
- Recognition in event promotional emails, event program and/or other event materials
- Quarterly social media posts highlighting company sponsorship (LinkedIn, Instagram, etc.)
- Opportunity to provide branded swag at local convenings

Zoning Edifier

\$5,000

- Logo recognition on all print and digital event materials and signage
- Recognition in event promotional emails, event program and/or other event materials
- One social media posts highlighting company sponsorship
- Opportunity to provide branded swag at local convenings

YIMBY Sympathizer

\$2,500

- Logo recognition on all print and digital event materials and signage
- Recognition in event promotional emails, event program and/or other event materials
- Opportunity to provide branded swag at regional convenings

Housing Advocate

\$1,000

- Logo recognition on all print and digital event materials and signage

If you are interested in sponsoring at one of the levels above or at a level not listed, please contact karin.sheets.va@gmail.com

