



CITY OF  
**VIRGINIA  
BEACH**

## Housing Advisory Board Minutes— August 18, 2025

The regular meeting of the Housing Advisory Board was held on August 18, 2025, at 3:00 p.m., at the Meyera E. Oberndorf Central Library, Central Folio Meeting Room, 4100 Virginia Beach Blvd., Virginia Beach, Virginia 23452.

**Board Present:** Mark Carter, Jacqueline (Jackie) Feagin (participating virtually from Reston, Virginia due to an ongoing move), Lawrence (Duff) Kliewer, Thomas (Chris) McKee, William (Willie) Parks, Fay Silverman, Albert (Don) Weeks, Quincy White

**Board Absent:** Kevin Kemp

**City Council Liaison Absent:** Councilmember Cal (Cash) Jackson-Green, Councilmember Amelia Ross-Hammond

**Staff Present:** Kenneth Chandler, City Manager's Office; Aimee Sullivan, City Attorney's Office; Rich Penksa, Sharon Shoff, and Elizabeth Kondzella, DHNP

**Guest Speakers Present:** Diane Hotaling, DHNP

**Members of the Public Present:** Kimberly Denton

### Executive Summary of Meeting

Don Weeks, Board Chair, called the meeting to order at 3:01 p.m.

### Actions Taken by the Board

- Minutes from the June 16, 2025, meeting were approved.
- The fiscal year 2024-2025 Annual Report was approved pending revision.

### Presentations & Staff Updates

- Housing Matters- Diane Hotaling, Department of Housing and Neighborhood Preservation

### Next Meeting Date

September 15, 2025, — 3:00 p.m. — Meyera E. Oberndorf Central Library, Central Folio Meeting Room

## Detailed Minutes of Meeting

Don Weeks, Board Chair, called the meeting to order at 3:01 p.m. Jackie Feagin was admitted to the meeting virtually via a motion made by Chris McKee and seconded by Fay Silverman, which passed unanimously. Quincy White arrived late at 3:05 p.m. but was present for all votes.

Two new board members, Willie Parks and Mark Carter, and one new staff person, Rich Penksa, introduced themselves. Each provided an overview of their professional background and expressed excitement to be part of the Housing Advisory Board.

## Minutes

The Minutes from the previous meeting held on June 16, 2025, were provided to the Board via email for review prior to the meeting. A motion was made by Duff Kliewer, seconded by Fay Silverman, to approve the minutes from the June 16, 2025, meeting. The motion passed unanimously.

## Guest Speaker Presentation

Diane Hotaling gave a presentation (available upon request) on the Housing Matters education campaign. She began by explaining that affordable housing is a shared priority for City Council and Virginia Beach residents. She explained that the directive of the campaign is to increase residents' understanding of affordable housing and the need in Virginia Beach. She stated that the campaign was developed based on information gathered from public engagement and a resident quiz on affordable housing.

Diane explained that housing is considered affordable when a household does not spend more than 30% of their pre-tax income on housing costs. This definition is shared by HUD and the industry at large. She also defined housing cost-burdened (when a household is paying over 30% of their income on housing) and severely cost-burdened (when a household is paying over 50%).

In Virginia Beach, 1 in 3 households are housing cost-burdened, and in 2023, eight of the ten most common occupations in the City could not afford median rent on their own. These occupations include home health/personal aides, office clerks, and food servers. The median rent, \$1,730 a month, requires an income of \$69,000 a year to be considered affordable.

Next, Diane explained that many types of households need affordable housing. Increased competition, for example, drives up prices for renters and prospective homebuyers, making it harder for first-time homebuyers to break into the market. Younger generations are less able to live on their own, and almost 40% of seniors 75 and older are housing cost-burdened.

She then explained that affordable housing benefits all members of a community. When people live in housing that is affordable, they have more income to use towards property maintenance and improvement, contributing to safe, vibrant neighborhoods. Affordable housing can also help build a strong economy, support healthy families and individuals, and prevent and end homelessness.

The presentation then covered the City's role in affordable housing, which is to provide financial support toward development, connect housing partners, create policies and procedures which encourage affordable housing development, and financially assist households. Since 2000, the City has invested over \$15 million in federal and local funding to support affordable housing developments.

Diane concluded the presentation by explaining how the Board can support Housing Matters and what is contained in the stakeholder toolkit they received (available upon request).

## Discussion After Presentation

Quincy White asked what success looks like for this campaign, and Sharon answered that after a year, they will do a re-quiz which will be compared against a target result and the results of the first quiz. They also plan on monitoring web traffic and engagement. Diane added that since their goal is to increase people's understandings, the quiz will be an important way to measure the campaigns effectiveness. Quincy followed up by asking how they plan to reach residents who rated affordability as a priority and are already aware of the issue. Diane explained that they hope to encourage informed decision making and connect people to the problem, helping them understand that housing affordability directly affects them and their community. Sharon Shoff added that they also hope to give City Council the tools and data they need to explain to constituents why approval of affordable housing developments is necessary. Quincy also asked how many individuals who completed the original quiz were housing cost-burdened themselves, but Sharon explained that they did not collect that information and offered to bring the data that they did collect to a meeting.

Mark Carter asked if there is any connection to job skilling, given that so many of the top ten most common occupations cannot afford median rent alone. Diane answered that although the campaign does not have those connections to workforce development programs, that is a sentiment that could be shared during public engagement sessions.

Don Weeks commented that although not everyone will embrace affordable housing, emphasizing the quality can help more people to accept it. Sharon added that the campaign is showcasing a variety of different types of quality affordable housing for that exact reason. Don also stated that the impact of homelessness on children is profound, and that schools are required to transport homeless children to their school from wherever they are staying in order to maintain stability. Sharon said that the department has noticed people staying homeless for longer in recent years due to the lack of housing options.

Duff Kliewer suggested that income data on schoolteachers and/or public safety officials be included in the campaign to further clarify the idea that everyone needs affordable housing, since these careers also often can't afford to live in the city. Fay added that the military could be a helpful addition as well. Diane responded that they did pull that data from the Housing Study, but that it was not included. Sharon added that they could determine where that information went. Don suggested citing specific professions within those categories and using

their income in Virginia Beach. Fay mentioned that the Census bureau will have that data, and Willie added that planning also has it.

Mark asked if there is any data on housing that is affordable but substandard or low quality, and Sharon explained that the Department of Housing and Urban Development, as well as City Code Enforcement, both track substandard housing, but it is not in the information campaign. She mentioned that the Owner-Occupied Rehabilitation Program assists. Don added that because of drone technology, homeowners are being asked to do certain maintenance work before insurance companies will renew their policies.

## Review Draft Annual Report

The draft annual report (available upon request) was provided to the Board via email prior to the meeting for review. Duff Kliewer moved to approve it, but there was no second, and the board proceeded to discussion of the draft.

Fay stated that the board has previously discussed the high cost to build affordable housing and suggested adding a Recommendation to City Council to reduce the time to go through the approval process and to reduce the costs of permitting. Duff agreed, and Don mentioned that the General Assembly has passed a bill regarding the same thing. Rich added that localities across the nation are waiving fees for inspections and permitting as a way to assist housing development. Sharon stated that the Housing Study also recommended this to City Council and that she has provided input for expediting affordable housing development specifically.

Duff added that for developers, a rezoning will add 9-12 months to the development timeline, and that is before they can even get permits. Chris stated that it will also add a quarter of a million dollars to the project cost.

Mark asked if the council brings anything back to the board after receiving the recommendations, and Kenneth Chandler explained that all annual reports will be reviewed by council liaisons. The liaisons will report to council, and then council will direct staff as they feel is appropriate.

Sharon explained the recommendations on the draft report, and Quincy suggested a recommendation to have a cohort of developers review the Workforce Housing Program to provide recommendations for improvement. He also asked if the City has a commercial conversion policy to supporting the conversion of commercial properties to residential ones. Chis and Duff explained that owners who wish to convert a commercial use to a residential use can request a re-zoning. Sharon explained that the Comprehensive Plan is the land use policy for the City. Providing comments on the draft of the update to the Plan, which has to be adopted by City Council, would be the way to provide recommendations in support of allowing conversions.

The Board decided to include the developer review of the Workforce Housing Program in the annual report as a goal. Affordable housing developers would be invited for a meeting, where they would review and make suggestions for improvements to the program.

Chris McKee moved to approve the annual report pending two revisions:

1. Add a Recommendation to City Council which recommends council streamline the development permitting and review process and consider waiving development fees.
2. Add a Goal and Objective for the Coming Year to convene a cohort of affordable housing developers to review the Workforce Housing Program and provide City Council with recommendations for program improvements.

The motion was seconded by Duff Kliwer. Mark Carter abstained from the vote due to unanswered questions. Otherwise, the motion passed unanimously.

### Housing Occupancy Report

Sharon began by explaining that the board has inquired about housing occupancy in Virginia Beach at previous meetings. The Code of Virginia allows property managers to restrict occupancy to no more than two persons per bedroom, which is generally considered reasonable. She explained that there are circumstances where this limit could be considered not reasonable, such as if a one-bedroom unit housed two adults and their infant child. The Virginia Uniform Statewide Building Code requires a bedroom to have 70 square feet, or 50 square feet per occupant (if a bedroom will house multiple people). She also explained that the Housing Choice Voucher program requires a unit have at least one bedroom or living or sleeping room per two occupants, which gives households slightly more flexibility in their selection. She briefly references the Zoning Code, which lists multiple definitions of “family,” one of which is no more than four unrelated individuals.

She explained that she has observed members of the public using two persons per bedroom to estimate household size in multifamily apartments. She then began to discuss the next report, about occupancy per bedroom in Virginia Beach multifamily rental apartments (available upon request). She stated that the average number of persons per bedroom in 2023 was 1.14 for a studio or one-bedroom unit, 0.98 for a 2-bedroom unit, and 1.09 for a three-bedroom unit. She also reviewed the historic highs and lows, since the data goes back to 2005. The highest point for a studio/one-bedroom unit was 1.45 persons per bedroom, and the lowest point was 1.14, in 2023. Chris stated that he has not seen an over-occupancy problem in Virginia Beach. Chris explained that some areas around the country and in other parts of the state have lots of multi-generational households, or student housing with four-five bedrooms each occupied by an unrelated person, which can contribute to over-occupancy. He also stated that affordability is significantly complicating occupancy regulations in places like California.

### Housing Study Recommendations Updates/Status

Sharon shared that the Housing Matters education campaign has officially begun. The Attainable Workforce Housing Performance Grant may be getting additional changes. Finally,

she mentioned that DHNP has provided input to Planning regarding changes to the permitting and review process.

### Next Meeting

September 15, 2025, - 3:00 p.m. - Meyera E. Oberndorf Central Library, Central Folio Meeting Room. There being no further business, the meeting was adjourned at 4:34 p.m.

Don Weeks  
Board Chair

Elizabeth Kondzella  
Recording Secretary