



Family Promise of West Michigan

Lisa Cruden



CHIEF PROGRAMS OFFICER



- Prevention
- Diversion
- Emergency Shelter
- Rental Assistance
- Stabilization
- Home Ownership

Jim Davis



VICE PRESIDENT OF
BUSINESS DEVELOPMENT



- Policy
- Advocacy
- Real-estate
- Development
- Strategic Partnerships
- Community Development

What we do

- Shelter Assessment
- Shelter Diversion
- Emergency Shelter
- Stabilization Services
(In home case management)
- Partners In Housing
(Home ownership)
- Master Leasing
- Early Childhood Services



WE PROVIDE A CONTINUUM OF
SERVICES FOR FAMILIES
EXPERIENCING A HOUSING CRISIS

Welcome!



GIVING BUILDINGS NEW LIFE:
ADAPTIVE REUSE TO EXPAND EMERGENCY SHELTER



Who is in the room!?!

- Direct Care
- Program Director
- Nonprofit Senior Leader
- Real Estate
- Education
- Funder
- Government
- Impacted Individual



SCAN THE QR CODE WITH YOUR
MOBILE DEVICE





Session Objectives

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-  A data-driven understanding of national trends that find homesteads scarce and non-residential buildings vacant
-  An understanding of important processes that can help establish timelines and next steps in pursuit of repurposing buildings for residential use
-  A better understanding of the various aspects of redevelopment for emergency shelter and affordable housing including zoning and code compliance, geography and amenities, size and scope, design and construction, community development, strategic partnerships, marketing and advertising, etc.

What brought you here?



SCAN THE QR CODE WITH YOUR
MOBILE DEVICE



- Zoning and Code Compliance
- Preserving Existing Buildings
- Partnering in Shared Spaces
- Working with Elected and Appointed Officials
- Cost Comparison on Reuse vs. New Build
- Programming in Nontraditional Spaces

Don't Get Stuck!



Look familiar?



Look familiar?



Look familiar?



Real-estate Realities

Real-estate Realities



Housing scarcity

Real-estate Realities



Housing scarcity



Retail and commercial vacancies

Real-estate Realities



Housing scarcity



Retail and commercial vacancies



School consolidations and closings

Faith-based Buildings

Faith-based Buildings



Dwindling attendance

Faith-based Buildings



Dwindling attendance



Smaller “pop-up” congregations

Faith-based Buildings



Dwindling attendance



Smaller “pop-up” congregations



Vacant houses of worship

Housing WHERE!?!



Churches



Funeral Homes



Car Dealerships



Motels/Hotels



Campgrounds

Adaptive Reuse Considerations



Environmental Impacts



Timing



Costs

Environmental Considerations

- Waste
- Hazardous Materials
- New Materials
- Vehicular Pollution
- Tree Canopy/landscape



ADAPTIVE REUSE MINIMIZES NEGATIVE
ENVIRONMENTAL IMPACTS



Construction Timing

- Design
- Permitting
- Demolition
- Site cleanup
- Construction
- Permitting



NEW CONSTRUCTION
TAKES LONGER



Cost Savings



SAVE \$\$\$\$



Retail and Commercial Realities

- Online competitors
- Staff recruitment and retention
- Delivery services
- Open fewer days



IS YOUR FAVORITE RESTAURANT OPEN
SEVEN DAYS A WEEK?





Giving Buildings New Life

Wyoming Park Family Shelter



How Did We Get Here?

How Did We Get Here?



Financial and operational control

How Did We Get Here?



Financial and operational control



Community relationship stewardship

How Did We Get Here?



Financial and operational control



Community relationship stewardship



We keep community needs at the forefront

Why Did We Do This?

Why Did We Do This?



Not enough housing in West Michigan

Why Did We Do This?



Not enough housing in West Michigan



We control program eligibility

Why Did We Do This?



Not enough housing in West Michigan



We control program eligibility



No one else was doing it (*don't be afraid to go first*)

Win-Win Scenario

Wyoming Park Needs

- Stay in their space
- Needed money
- Missional alignment
- Significant building repairs

Family Promise Needs

- More shelter
- Ownership
- Missional alignment
- Trusted partner to innovate with

WHO NEEDS HELP FINDING THEIR WIN?



The nuts and bolts

- An innovative and compelling vision of what could be
- Communication, expectations, and conflict resolution
- Dedicated project manager
- Neighborhood engagement and community meetings
- Community partnerships

YOU DON'T HAVE TO DO THIS ALONE.
A SHARED VISION CREATES MANY
CHAMPIONS.

What they say:

- Three-month project
 - Started construction end of September and finished December.
 - The goal was to finish before winter.
- Project details:
 - **Converted 10,800 SF** (approximately half of the church) into 12-units for temporary housing for families.
 - Created new church foyer and welcome center for church
 - Fun fact: Original concept was to put the new church foyer and welcome center into the sanctuary, but with WBG, Pure Architects, and trade partners help we were able to move them to **not take away space from the sanctuary.**

What they say:

- Challenges:
 - The church **continued to gather** every Thursday night and Sunday.
 - Access controls. The ability to allow Family Promise families into areas, but not church goers.
- Something said during our kickoff meeting: want the space to be “**safe, secure, and dignified**”. And I believe we did just that.
- This was my first bigger project on my own and I will remember it for the rest of my life. I am grateful that I got to work with such an amazing organization and **create a loving space for families**.

-Kaylee Dillard
Project Manager
Wolverine Building Group

What they say:

“Some of my takeaways if I'd share anything would just be that this was a great partnership between **two groups solving two issues creatively**- solving for the deep need for transitional family housing and allowing a worship community to continue in their space. **It took complete patience and flexibility**, and incredible perseverance to get this project through and on difficult projects its rare you get groups to commit to the long road of seeing a **non-conventional project** come to fruition. Both Family Promise and WPUMC were both **mission aligned** and committed to the task - and as a result created a path forward that other institutions and municipalities can follow. A great project all around that wouldn't have happened but for the commitment of FP and WPUMC.”

- Joel Kamstra

Principal | Frisia Group

What they say:

"A Match Made in Heaven" was nothing short of a Holy Spirit-driven event. Saddled with a mortgage and maintenance of a **building that was not being utilized to its fullest potential**, Wyoming Park United Methodist Church sought a partner whose mission we could participate in and the community needed; housing the unhoused. Getting residential and business neighbors onboard with our vision by creating connections and **communicating our vision clearly was essential** on the part of Wyoming Park UMC and Family Promise...

What they say:

...Now, 5 months into the vision becoming a reality, we are learning **how to live together**, and how the church can be a gentle presence of support to the families living in the shelter. I am hearing from other pastors across the city...and nation...**how our partnership is opening up the imagination of other churches in finding ways to offer their underutilized facilities to assist in the nationwide housing crisis.**"

-Kim Delong
Pastor
Wyoming Park UMC

What We've Learned



Meeting Spaces



Staffing



Low Barrier Shelter

DON'T MAKE THE SAME MISTAKES WE DID!



What We've Learned



ADA Compliance



Common Areas



Food and Kitchen Setup

DON'T MAKE THE SAME MISTAKES WE DID!



What We've Learned



Local zoning codes



Mixed use zoning districts



Term limits and elections throughout project

DON'T MAKE THE SAME MISTAKES WE DID!



Practical First Steps



Google



Zoning



Code Compliance

"BUT WHERE DO I START!?!"



Who Might Help?



City Staff



Elected Officials



Appointed Officials

"BUT WHERE DO I START!?!"



Show Me the Money



Seller concessions



Program grants (ESP, etc.)



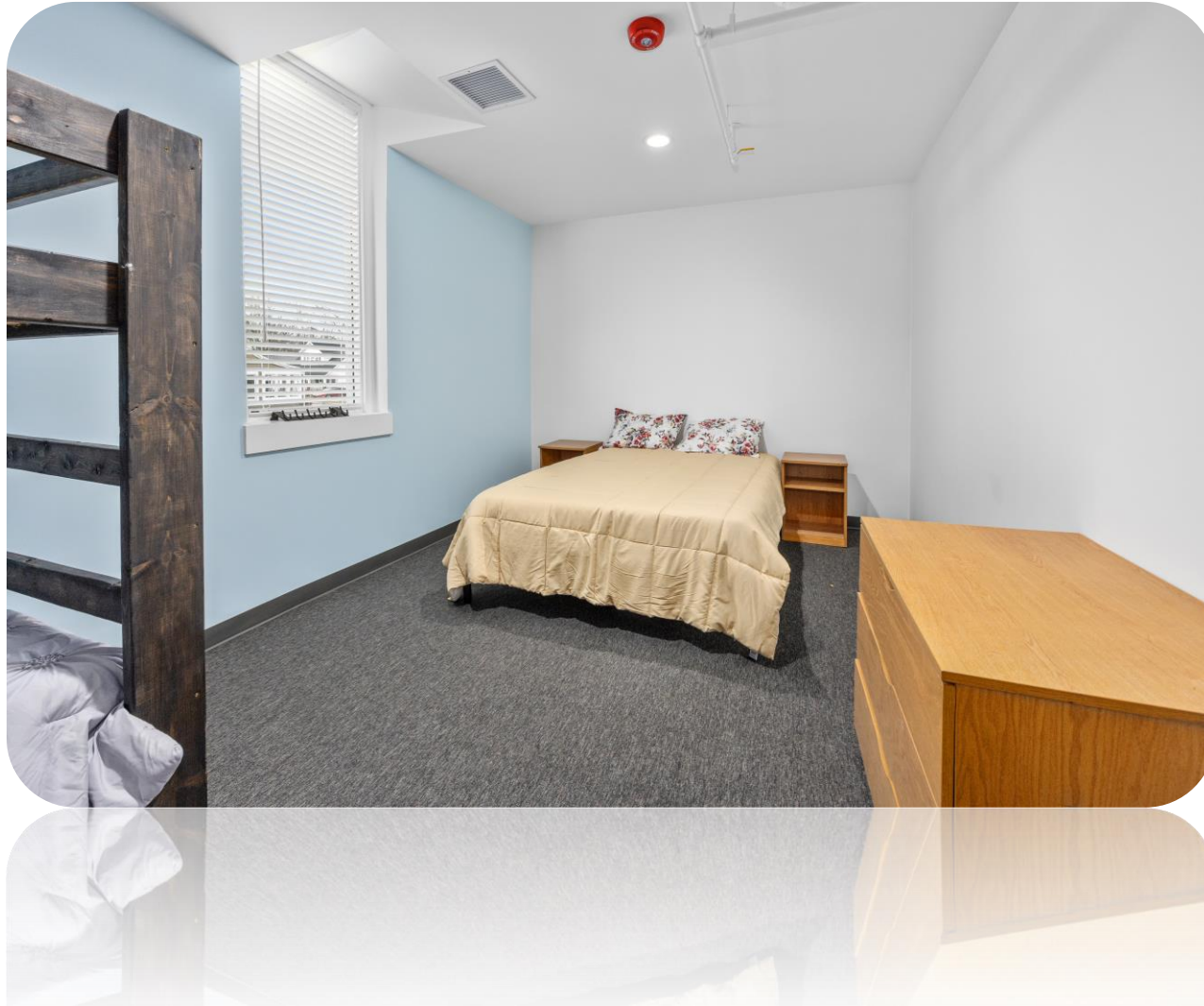
Private gifts (Naming rights and more)



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Thoughts? Ideas! Questions.





~~Q & A~~ Back and Forth

What is **your** need?

What are **your** opportunities?

What are **your** ideas?

Let's dream together!



Thoughts? Ideas! Questions.

GET
CRAZY

DREAM BIG

BREAK THE GLASS CEILING





THANK YOU FOR HELPING TO END HOMELESSNESS...
...ONE FAMILY AT A TIME.