

# Salvation Army “A Center of Hope”



1900 Chamberlayne Ave.

Presentation to City Planning Commission  
January 6, 2020

**WILLIAMS MULLEN**

# The Salvation Army in Richmond



## > **1885: Established services in Richmond**

## > **Early 1970s:**

- Central Va. Area Command moved to 2 W. Grace Street

## > **Other location/services:**

- Church in the Southside
- Adult Rehabilitation Center near The Diamond
- Salvation Army Boys & Girls Club in the East End
- Salvation Army Tri-Cities Service Center in Petersburg

## > **Signature Holiday Programs:**

- Christmas Assistance, Angel Tree & Red Kettles



# Area Command Programs



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## > **Utility and Rent/Mortgage Assistance**

- Pre-scheduled appointments – approx. 36 appointments/week (never a line outside the building)

## > **Pathway of Hope**

- Pre-scheduled appointments with the 12 families in the program

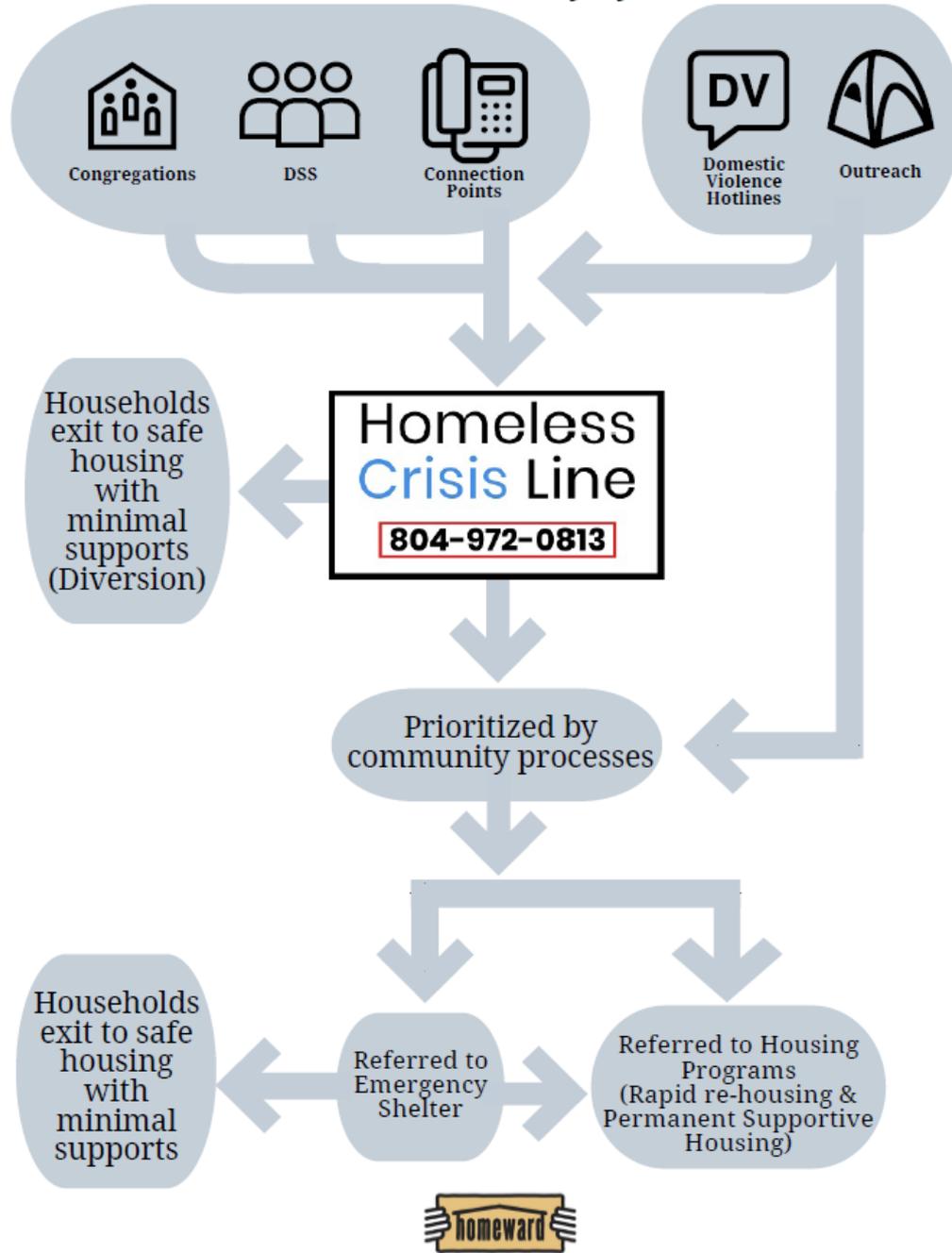
## > **Emergency Crisis Housing**

- Referred from Central Intake to align needs with services & accessibility
- Case workers and housing staff located on-site



A Center of Hope:  
An integral Part of  
Greater Richmond's holistic  
“Housing First” Approach  
To Homeless Services

# Greater Richmond Coordinated Entry System



# Supply of Emergency Housing Does not Currently Meet Demand

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## > 2019 Point-In-Time Count

- Regional Count: 497
- Peak (2009): 1,150

## > Year-Over-Year Trend:

- Up 46% from 104 in Jan. of 2018
- Caveat: 2018 figure likely due to warm weather and lack of emergency shelter beds that are temp-activated

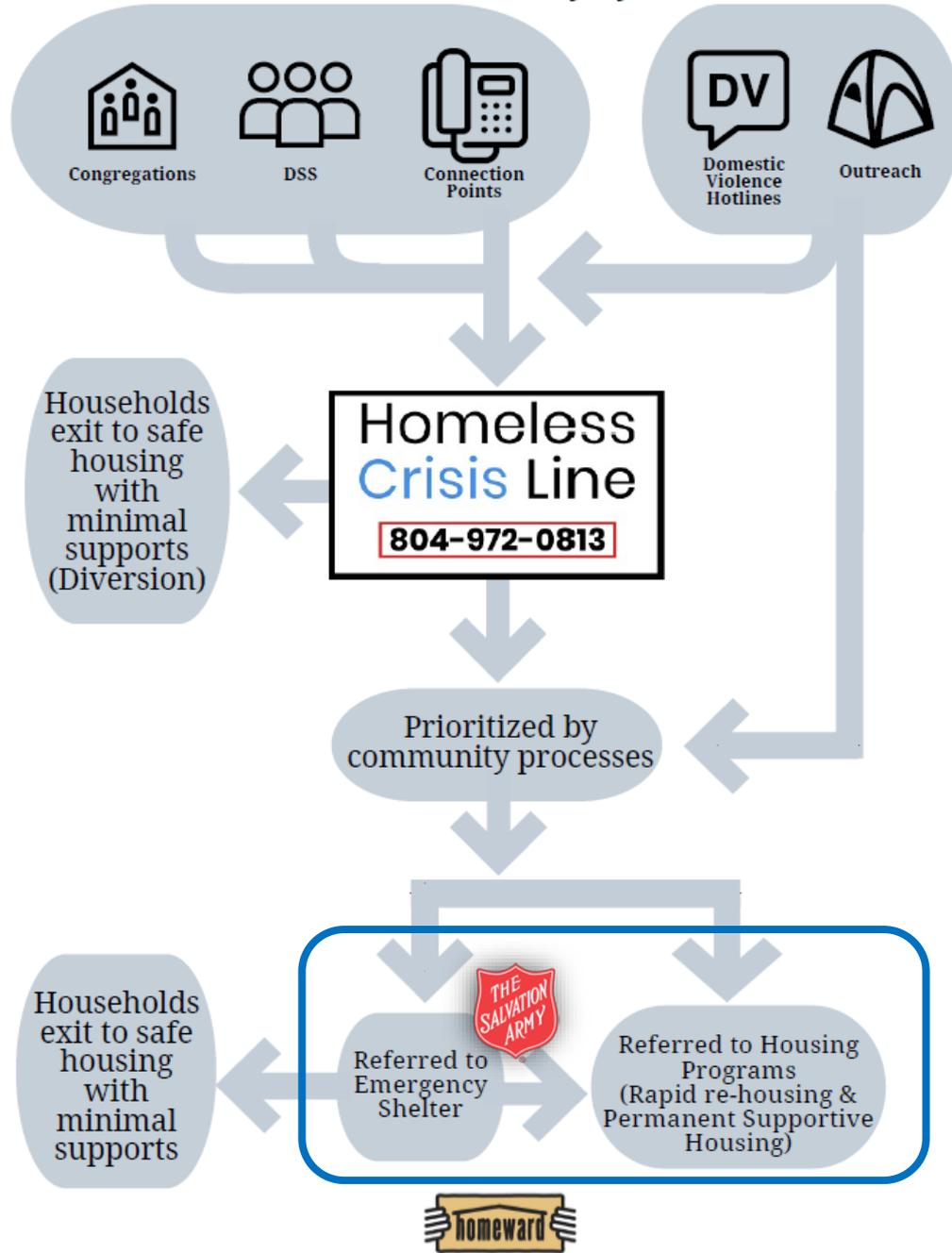
## > First 6 months of 2019:

- 1850 households within **3 days** of losing housing requested assistance through the Homeless Crisis Line.

## > Currently:

- At least a **3 week wait** for single men to access emergency shelter.

# Greater Richmond Coordinated Entry System



# Homeless Services Resources

## > Emergency Shelter

### – **CARITAS**

- High Street Shelter
- CARITAS Center

- DSS Cold Weather Overflow Shelter
- Daily Planet
- Hanover Safe Place
- HomeAgain
- Housing Families First
- Goochland Cares
- Safe Harbor (*DV Shelter*)
- **Salvation Army**
- YWCA (*DV Shelter*)

## > Rapid Rehousing

- Hanover Safe Place
- HomeAgain
- Housing Families First
- St. Joseph's Villa
- Virginia Supportive Housing (Veterans)

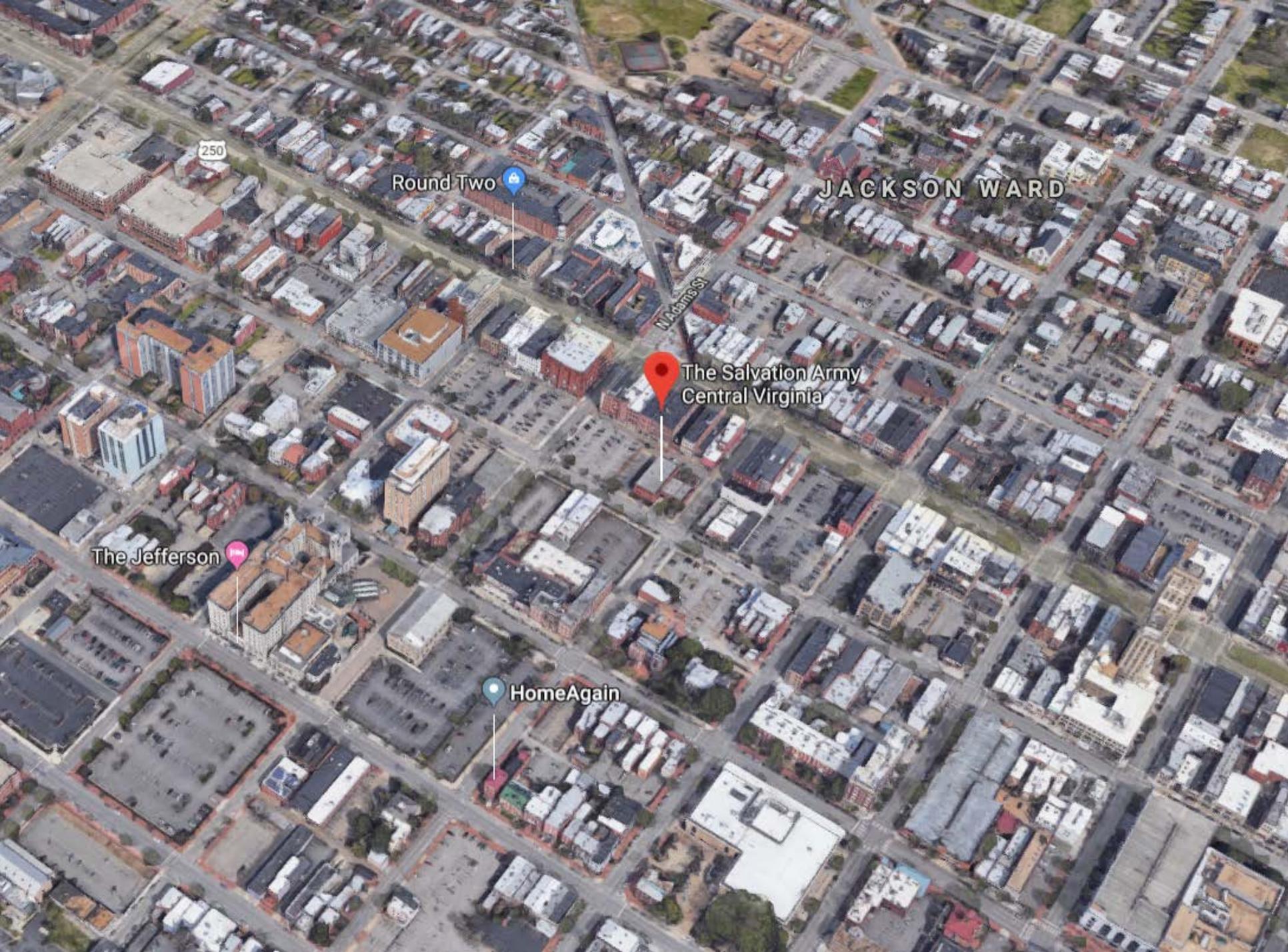
## > Permanent Supportive Housing

- HomeAgain
- HUD-VASH (Veterans)
- Richmond Behavioral Health Authority
- Virginia Supportive Housing
  - (e.g. **New Clay House**)





# The Salvation Army's Vision for A Center of Hope



250

Round Two

JACKSON WARD

W Adams St

The Salvation Army  
Central Virginia

The Jefferson

HomeAgain

# Vision for A Center of Hope

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## > Expand Capacity

- Current:
  - Families & Single Women: **17 beds**
  - Single Men: **33 beds**
  - E.C.W.O.S.: **0 beds**
- Proposed:
  - Families: **24 beds**
  - Single Men: **72 beds**
  - E.C.W.O.S.: **up to 30 beds**

## > Daytime Services

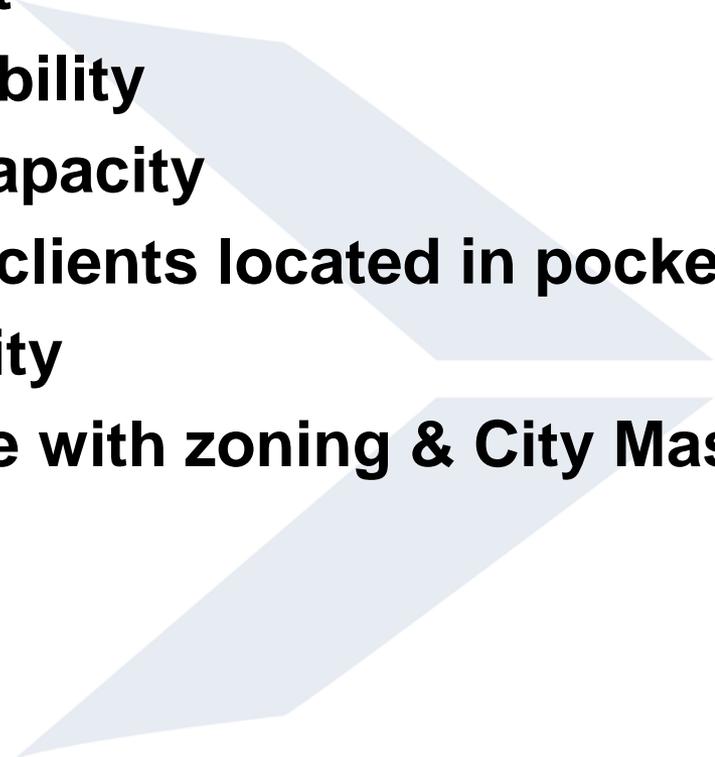
- Current facility is insufficient to allow clients to remain on-site during daytime hours

## > Consolidate wrap-around services under one roof

- Job search
- Vocational Training
- Personal documentation
- Housing Search
- Financial Literacy Coaching
- Sex-trade counseling

# Relocation Site Selection Criteria



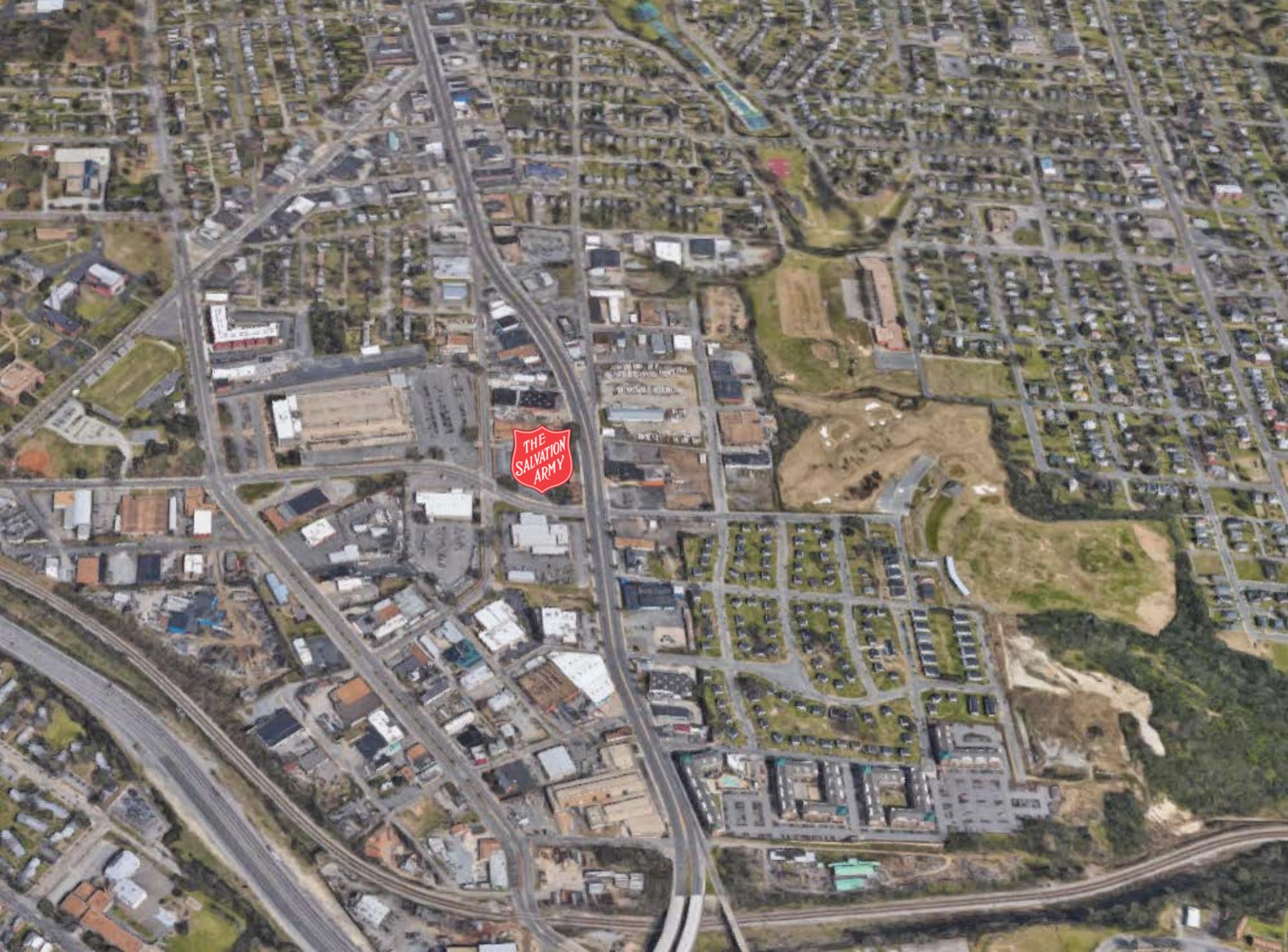
- > **Proximity to collaborating organizations (downtown)**
  - > **Public transit**
  - > **ADA accessibility**
  - > **Expansion capacity**
  - > **Proximity to clients located in pockets of poverty**
  - > **Cost feasibility**
  - > **Conformance with zoning & City Master Plan**
- 

# Projected Impact of New Capacity

	Programmatic Beds Added	Projected Exits to Permanent Destinations*	Projected Additional People Served*	Projected Additional Ppl. Exiting to Permanent Destinations*
Families	7	57%	99	37
Men	39	34%	293	99

*\*Projections courtesy of Homeward & Greater Richmond Continuum of Care.*





THE  
SALVATION  
ARMY







 SALVATION ARMY  
CENTER OF HOPE &  
CENTRAL VIRGINIA AREA COMMAND



\*CONCEPTUAL RENDERING FOR VISUALIZATION PURPOSES ONLY, ACTUAL DIMENSIONS AND MATERIALS MAY VARY.\*

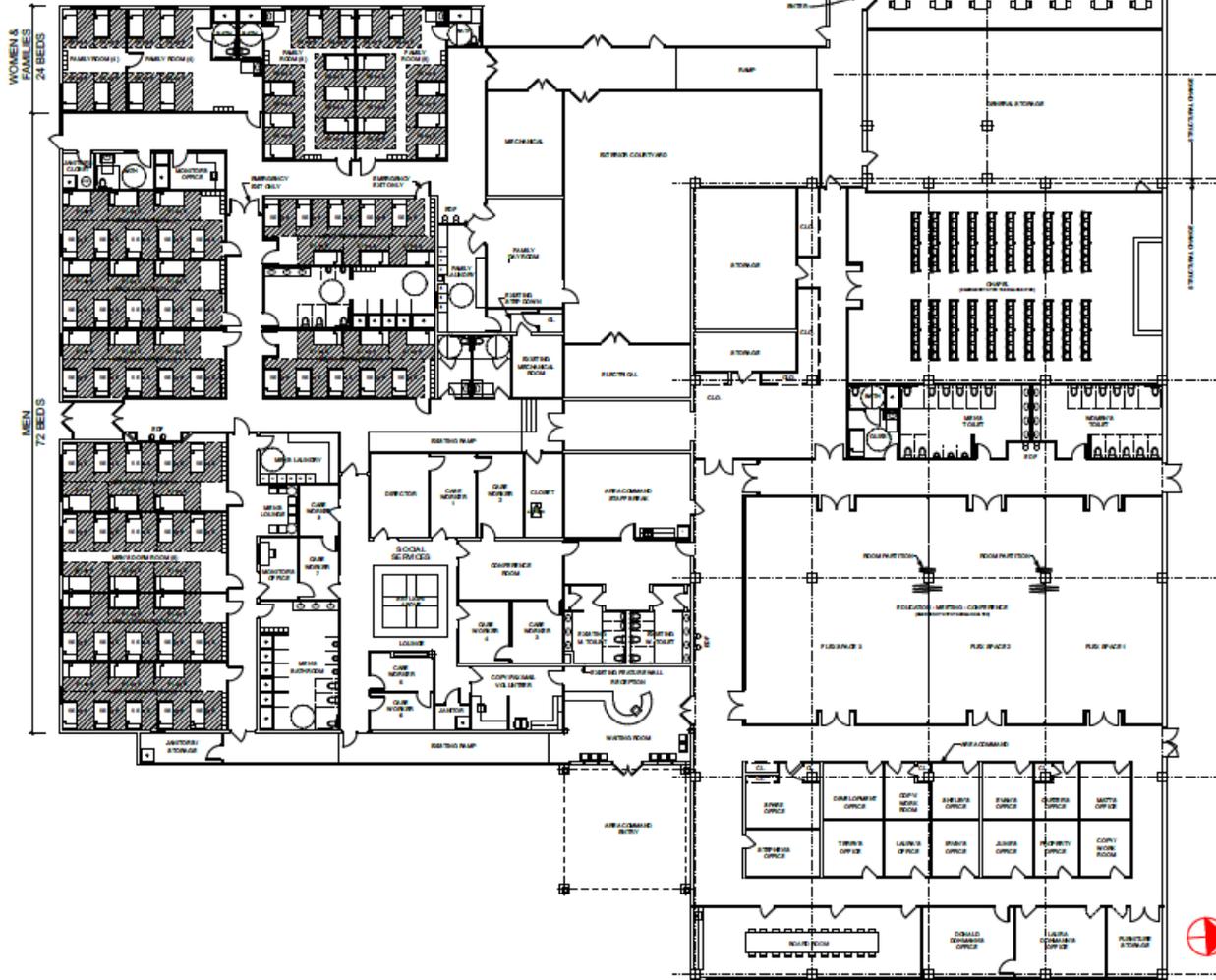


CORNERSTONE

BUILDING AREA = 45,238 SF

24 BEDS IN FAMILY ROOMS  
 72 BEDS IN MEN ROOMS  
 1 BED IN GUEST ROOM

97 BED TOTAL







**“Shelter”  
Uses**

Chapel & Flex Space can be converted for use as Emergency Cold Weather Overflow Shelter (30 beds)

# Policies To Ensure Community Welfare



## > Curfew:

- 8:00 p.m.

## > Monitoring:

- 24-7
- 2 monitors plus case managers, housing director & counselor

## > Parking:

- 93 parking spaces provided
- Only 10-15% of emergency housing clients own cars

## > Safety:

- Clients agree to adhere to TSA's Handbook
- Policy enforcement by TSA
- Controlled access by TSA
- Security cameras 24/365

## > SUP Conditions:

- Incorporate “Management Plan” as enforceable by Zoning Administrator
- City to approve E.C.W.O.S. Management Plan

# A Day in Emergency Housing Program at the Center of Hope

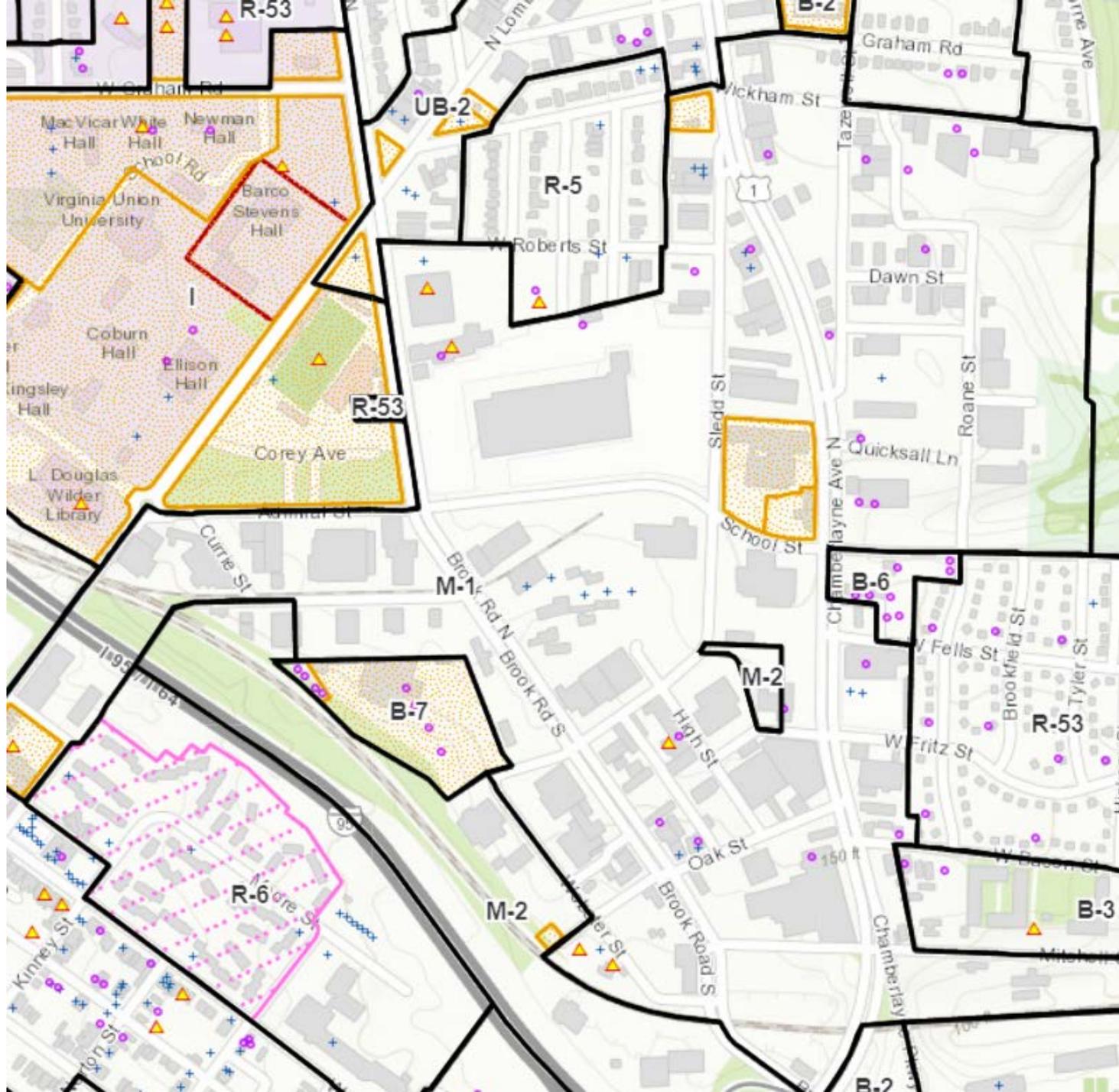


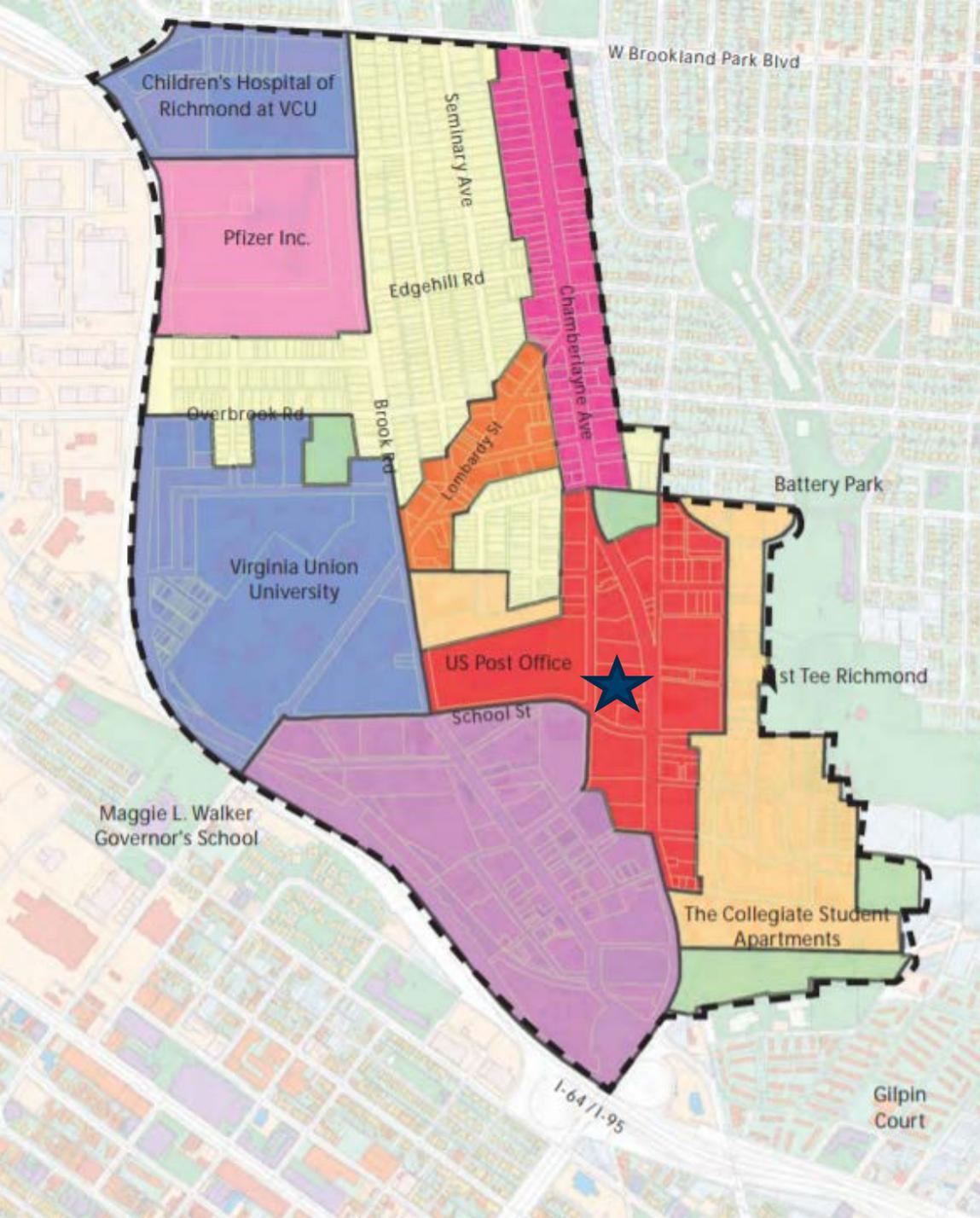
- 6:30 A.M. – Men’s breakfast
- 7:00 A.M. – Women & Children’s breakfast
- 7:30 A.M. – Most residents leave (work, services, school)
- 8:00 A.M. – Housing monitor shift change
- 8:30 A.M. – Full time Area Command staff arrive (case managers, family services, development, finance)
- 9:30 A.M. – Pre-scheduled utility assistance appointments
- 4:00 P.M. – Housing monitor shift change
- 10:30 A.M. – 4:30 P.M. – Emergency housing resident case management
- 4:30 P.M. – Women & Children’s dinner
- 5:15 P.M. – Men’s dinner
- 6:30 P.M. – Third-party partner programs
- 8:00 P.M. – Curfew (except for residents with approved overnight work)
- 10:00 P.M. – Lights out
- 12:00 A.M. – Housing monitor shift change





# Center of Hope Conformance with Master Plan & Surrounding Zoning





“A new mixed-use area in the lower Chamberlayne area will provide new housing options and a mix of retail and office uses. New development and redevelopment within these mixed-use areas should be a range of residential and commercial uses, be a mix of pedestrian and vehicular scales, be between 2 and 5 stories in height, should have setbacks that establish a relationship with the sidewalk, and have parking located at the rear of the building with opportunities for shared parking with adjacent development.”



# Community Engagement

# Community Engagement Timeline



- > **November 30, 2018:** Meeting with Council VP Hilbert
- > **March 26, 2019:** Meeting with **Virginia Commonwealth University**
- > **March 27, 2019:** Meeting with President Lucas, **Virginia Union University**
- > **April 3, 2019:** Meeting with Board of Directors of **Chamberlayne Industrial Center Neighborhood Association**
- > **May 28, 2019:** Community Meeting with **Edgehill Chamberlayne Neighborhood Association**
- > **May 31, 2019:** TSA Submitted Written Response to Questions of **Edgehill Chamberlayne Neighborhood Association**
- > **July-August 2019:** Door-to-Door visits of **Chamberlayne Avenue Businesses**
- > **September 28, 2019:** Meeting with **Wells Fargo Bank**
- > **December 17, 2019:** **Northside** Community Meeting



# Modifications to Application



## > In Response to Comments from PDR/DPW

- Access: off-site median improvements
- Landscaping: enhanced landscaping in parking lot along periphery of property
- Screening: wall and landscaping along Chamberlayne Ave.

## > In Response to Comments from Community

- Reduction of cold weather overflow beds from 100 to 30
- SUP Conditions to enforce by reference Management Plan

# Letters of Support



- > **Wells Fargo Bank, N.A. (Non-Opposition)**
  - > **Ted Ukrop, Developer of Quirk Hotel**
  - > **Elegbra Folklore Society**
  - > **Price Simpson Harvey Architects**
  - > **Downtown YMCA**
  - > **SNP Properties**
  - > **Frances Santarella, Owner of Tarrant's Café and Bar Solita**
  - > **Homeward**
  - > **Dr. Hakim J. Lucas, President of Virginia Union University**
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## Thank You for Consideration

### Resources for Questions:

Salvation Army Central Virginia Area Command

Greater Richmond Continuum of Care /  
Homeward

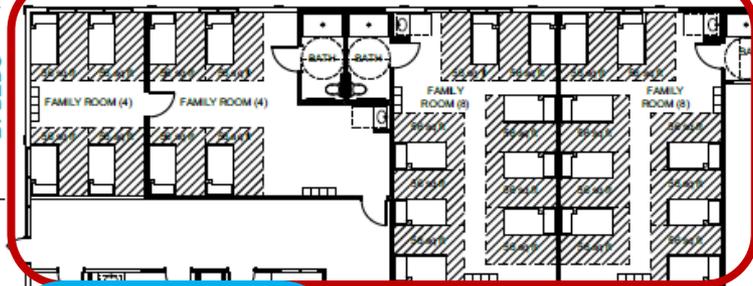
City Department of Community Development

*Please note: This presentation contains general, condensed summaries of actual legal matters, statutes and opinions for information purposes. It is not meant to be and should not be construed as legal advice. Individuals with particular needs on specific issues should retain the services of competent counsel.*

# Extra Slides for Q&A

Families  
:24 beds

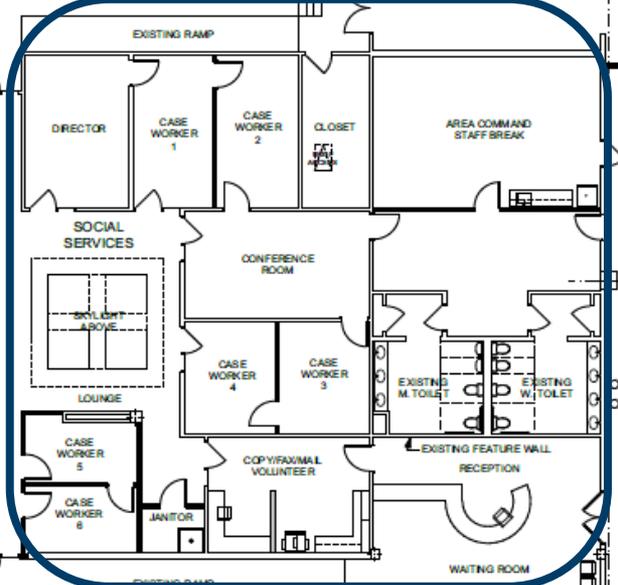
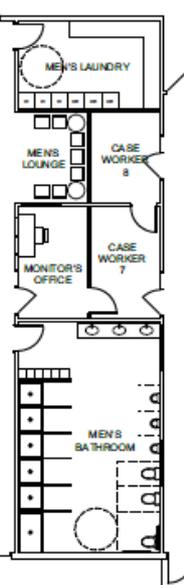
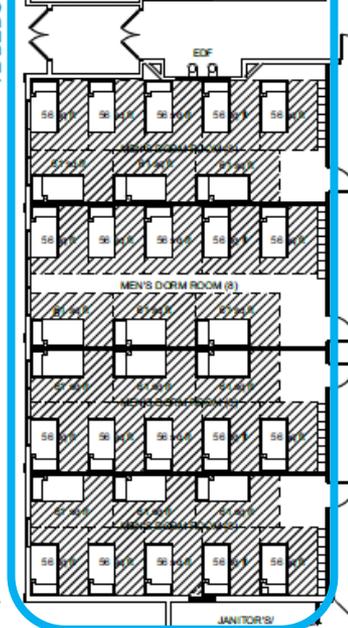
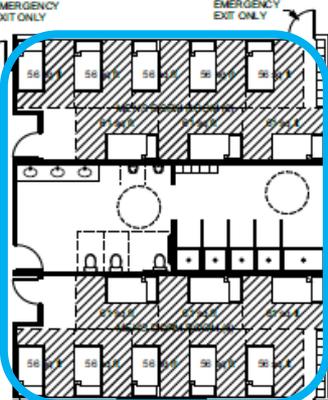
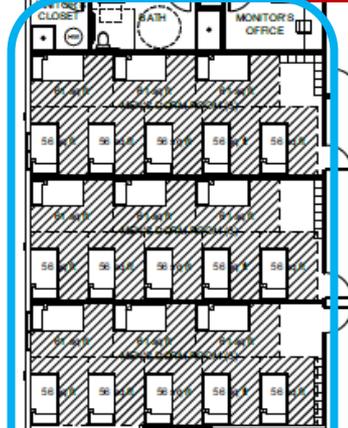
WOMEN & FAMILIES  
24 BEDS



“Group Home” Uses

Men:  
72 beds

MEN  
72 BEDS



“Social Service Delivery” Uses

