



## COMMUNITY UPDATE

### A Message from Martin Efert, Rector GMEC

In action movies, sometimes, one character will look at another and will announce through gritted teeth: Things just got real.

Now, in that kind of movie, this announcement is usually accompanied by an explosion (or three or five explosions). And the Grace Development team has been very careful not to blow anything up. But it sure does feel like things are getting real in a way that, maybe, they were not before. In this newsletter you will learn about the recent rezoning of Grace's block - a change that will introduce both flexibility and stability into our planning. You will also learn that the layout of our new building is getting progressively less provisional - we're increasingly sure, for instance, that the church offices will be on the first floor and Grace Institute and PHAME's offices a couple of floors above. And you'll learn as well about the enthusiastic support that our project enjoys with the Sullivan's Gulch Neighborhood Association.

That isn't even a complete list.

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Way back when the conversation about renewing our campus got started, we sometimes wondered if this whole thing was a pipe dream. But thanks to the diligent, faithful, and hard work of so, so many people - including you - our dream is moving ever closer to actually happening. Things are getting real.

## Sullivan's Gulch Neighborhood Supports Grace Memorial Housing

*By DJ Heffernan, SGNA Land Use Chair*

The Sullivan's Gulch Neighborhood Association (SGNA) is fully supportive of the efforts by Grace Memorial Church to redevelop parts of the church block for affordable housing. SGNA sent a letter to the City of Portland in support of the regulatory reforms that will let Grace and other churches avoid having to go through an expensive conditional use review and approval process to redevelop church land for affordable housing. SGNA also submitted a letter of support for the right-of-way alteration on NE 16<sup>th</sup> Avenue that helped set the stage for the housing project. The neighborhood has had a terrific working relationship with Grace for many years and looks forward to supporting the Church's redevelopment efforts.

Grace Memorial is ideally situated for this development given its close proximity to transit and to other vital services like grocery stores, cleaners, restaurants, and other amenities. SGNA sees the housing project as an important step toward increasing the neighborhood's housing choices and diversity. SGNA has identified the need for more affordable housing in the housing element of its neighborhood plan.

Any church members that are interested in land use, housing, and livability in Sullivan's Gulch are encouraged to attend SGNA's land use committee and board meetings. Meetings take place on the first Tuesday of each month. Since March, meetings have been taking place on-line via the Zoom remote meeting platform. For information on how to attend these virtual meetings go to the [SGNA website](#) and click on the meeting links

# Grace Commons Zoning Change

Because of the City of Portland's Expanding Opportunities Project and the hard work of the Leaven Community, the zoning of the Grace block has now been officially changed to CM3. This new commercial zoning designation allows the Grace Commons Project to proceed without a conditional usage permit and also allows us to share our arts facilities and theater with outside organizations and the public. Conditional usage permits can be uncertain and expensive. This new zoning provides needed flexibility for the Grace Commons Project.

If you are interested in getting involved in the Leaven Community Land and Housing Coalition, you can check out their website: <https://www.leaven.org/land-housing-organizing>.

## Capital Campaign

For many months, the Capital Campaign Committee has been meeting and working on the planning phase of the campaign. We have had many discussions, gathered organizational information, and made overall decisions all to answer questions needed to create the **case for support**. The case is a simple but powerful document that helps persuade board members, volunteers, and donors to join this campaign and support the new building. Done right, it stirs people to action — moving them to support the campaign with their time and dollars.

The case for support is a vital communications piece that describes in simple and compelling terms the difference that this project is going to make — not only inside the organizations and church, but also in the world you serve. Framed through this external perspective, the case then outlines a straightforward and credible plan to achieve those lofty goals.

Think of the case as an evolving and emerging story about the project you all are about to undertake. At this early stage, the discussion and drafting process of the case for support will get everyone thinking the same way about the campaign, bringing clarity and consensus.

Once we have gone through the process of drafting and sharing and redrafting the case, we will have a solid document created by the working group to share with the public. The case will become the primary tool in the fundraising efforts. Early in the campaign planning, the case will be used in discussions with major prospects and stakeholders for their reactions and input.

Later, we will use the case for support to recruit volunteers, and to open discussions with lead donors. It will evolve into talking points for face-to-face solicitations, a campaign brochure, grant proposals, and even a campaign video.

The work we are doing now to hone messages and build agreement is more important than it may seem. Moving through this process builds early campaign leaders and helpers and will deepen their understanding and commitment to the success of the campaign. And the messages we create now will shape the overall communications and all the campaign materials that will be used throughout the rest of the campaign.

## Concept/Floor Plan

Grace Commons architects Brian Carleton and Avery Watterworth have been working on a new concept that will separate the Grace/GI/PHAME facilities from the Affordable Housing while still maintaining an integrated community setting. As explained in an earlier newsletter, this is because of ownership, cost and insurance concerns. At our bi-weekly meetings we have discussed and refined the floor plans and our hope is to be able to present the new concept via a zoom meeting sometime in the next few months. This is going to be an exciting time for all of us, so stay tuned and we will let you know when and how to tune into this session.

