The webinar will begin soon.

Wasteland is something that you can experience, something with which you can gradually build a relationship, something which you can hug, a place where you can dance.

-Panu Lehtovuori
Pop-Up Progress:
Unveiling the Magic of Temporary Brownfield Makeovers
February 8th, 2024
Today’s Presenter:

Cailyn Bruno, PG LSRP
Director, Environmental Services
New Jersey Institute of Technology
Tel. 973-596-5519
Email: CLB42@njit.edu
One thing to remember

We don’t have to wait for a major redevelopment of abandoned, polluted properties to address the negative impact that they have on communities!

Why it matters

Temporary reuse can lead to permanent positive environmental, health, economic outcomes for the community.
What is a brownfield?

“Real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant.” EPA (CERCLA)
Industrial

Commercial
Artists have a natural capacity to turn debris into something desirable, like transforming trash into art or derelict areas into creative communities.

-Aisha S. Densmore-Bey

"I wish this were…" community project
Summer concert venue
Art installation
Mural canvas
Festival of Combustion

Festival of Combustion

 dozens of sculpted farm animals are fixed amongst gas pumps and fire extinguishers

Picture from Renee Rosensteel for Rivers of Steel
Negative Impacts of Brownfields
Hypervacancy (25% or higher) is unequally distributed and concentrated in marginalized communities, and strongly associated with higher rates of:

- violence
- chronic illness
- psychological behavior dysfunctions
- child maltreatment
- elevated blood lead levels
- neurological damage
- hyperactivity
- learning disabilities
- suicide

Cost of Vacancy

28,000 fires annually in vacant residences... resulting in 45 deaths, 225 injuries, and $900 million in property damage result from these fires each year.

City of Philadelphia spends more than $20 million annually to maintain some 40,000 vacant properties, which cost a conservatively estimated $5 million per year in lost tax revenue to the city and school district

- Evidence Matters Winter 2014 newsletter (USHUD)

In 2016, the City of Toledo, Ohio, spent $3.8 million on services related to VAD properties, including $1 million on code enforcement, $800,000 on nuisance abatement, $600,000 on police dispatch, and $1.4 million on fire dispatch.

Advantages of Having a Brownfield Site
Advantages of Having a Brownfield Site
Temporary use is defined as “the temporary activation of vacant land or buildings with no foreseeable development demand, while the use of a site is, by agreement with the owner, time-limited and permitted until an investor emerges.”


**Site Activation**

- **Tactical Urbanism**
- **Temporary Urbanism**
- **Interim use of a site**
- **Guerilla Urbanism**
- **Pop-Ups**
- **Meanwhile Use**

Meanwhile, in investor interest, the temporary buildings with no investor emerge.
BROWNFIELD POP-UP

BENEFITS

Economic and Marketing
- Place Marketing
- Site Marketing
- Low-cost
- Catalytic development
- Stabilize land values

Equity
- Improved health outcomes
- Neighborhood cohesion
- Beautification
- Property maintenance

Fun!
- Low-risk (politically, economically)
- Reversible, experimental, flexible
- Opportunity for creativity, innovation

Partnerships
- Community groups
- Land owner
- Public-private
• Temporary use can become beloved institution, especially in empowered marginalized communities
• Gentrification
• Bad press can deter developers
• Can be viewed as dispensable
• Fuel speculation real estate market
• Superficial
• Contaminated properties


Figure 4 Artists, neighborhood development, and gentrification
- Gas station, hasn’t been in service since at least 2008
- On Main St. in business district with small businesses, restaurants
3 Gas Tanks

Gas Dispensers

Floor Drains in Building

Stained Soil
Old gasoline tanks

Vapors

Dissolved plume
Great. How do I pay for that??

- EPA Brownfield Multipurpose and Assessment Grants
  - Ideal if you have several brownfields within a given neighborhood or region
- EPA Targeted Brownfield Assessment Grants
- State Brownfield Programs
- Regional Planning entity
- Ask your TAB provider!
“Active use makes everything brighter and feel safer and more lively.”

Photos courtesy of Flemington Community Partnership and mycentraljersey.com
“Chicopee is gonna be the spot.” Kevin Sahagian, restaurant owner
A ‘Swiss army knife’ park: Chicopee turning vacant lot into space for food trucks, entrepreneurs and community

Updated: Feb. 25, 2021, 7:38 a.m. | Published: Feb. 25, 2021, 5:00 a.m.

- EPA’s Brownfields Area-Wide Planning Pilot Program grant in 2012
- EPA Targeted Brownfield Assessment grant in 2012
- EPA Cleanup Grant for $200K in 2015
- $20K MassDevelopment grant “Transformative Development Initiative”
- Volunteer in-kind contribution from local construction companies

Chicopee officials cleaned hazardous materials from this property at 181 Center St. which once housed the Racing Oil gas station and now plan to turn it into a park to promote businesses and community activities. (Jeanette DeForge/Republican photo)
NJIT TAB – EPA REGION 2 AND 4

NJIT has served as an EPA designated technical assistance provider since 2008.

NJIT TAB serves as an independent resources to state, territory, regional, county, tribal, and local government entities, and nonprofits attempting to learn about, identify, assess, cleanup and redevelop brownfields.

➢ Assistance is free!
Assistance is provided through...

- Brownfields Academy
- Brownfield Community Engagement and Educational Forums
- One-on-one Technical Assistance
www.njit.edu/tab

- how-to videos
- infographics
- success stories
- news and upcoming events
- Federal and state funding sources
- EPA and state contacts
- previously recorded webinars
- downloads of workshop and seminar presentations
- successful grant applications

NJIT TAB Hotline
973-642-4165

Email: tab@njit.edu
**NJIT TAB Brownfield Community Engagement and Educational Forums**

**Brownfield Basics Workshops**: brownfield redevelopment process

**Grant Writing Workshops**: getting started on your MAC grant applications; tips and tricks for preparing an EPA brownfields grant application.

**Community Workshops**: on brownfield-specific topics

**Webinars**: on brownfield-specific topics

**Breaking Brownfields**: an event where a government entity or nonprofit presents their specific brownfields redevelopment challenge to an audience of private sector representatives and obtains feedback on how to overcome those challenges.

**IAWG**: an event where a government entity or nonprofit presents their specific brownfields redevelopment challenge to an audience of state and federal government representatives and obtains feedback on how to overcome those challenges.

**Brownfield Summits**: Full day event that may include an IAWG segment, peer-to-peer sessions, success stories, and sessions on brownfield-related topics relevant to the specific locations, their needs, and their challenges

**Conferences**: pre-conference workshops, learning labs, panel sessions, office hours
NJIT TAB One-on-One Technical Assistance

Tailored to your specific needs...

- Identify funding sources
- Review draft grant applications
- Develop redevelopment strategy
- Participate in the consultant solicitation process
- Explain the regulatory programs
- Explain clean-up technologies
- Guidance on developing brownfield inventories
- Create project prioritization processes
- Develop strategies on marketing brownfields sites
- Develop Assets and Needs Studies
- Design and conduct community workshops
Thank you!

- https://www.njit.edu/tab/
- https://www.epa.gov/brownfields
- Pop-Up Economy MIT
- Cultivating a Homegrown Economy MIT
- EXPO Program
- TCDI Grant Program

Spencer Gober
sgober@dvrpc.org
215.238.2844

Cailyn Bruno
973-596-5519
CLB42@NJIT.EDU