

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



TAB

Technical Assistance to
Brownfield Communities

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.



Abandoned Seaholm
Power Plant hosting
arts programming
during SXSW

Photo from New York Times



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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



"I wish thi

Festival of Combustion

Art installation



Picture from Renee Rosensteel for Rivers of Steel



en Walls Project

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



Negative Impacts of Brownfields

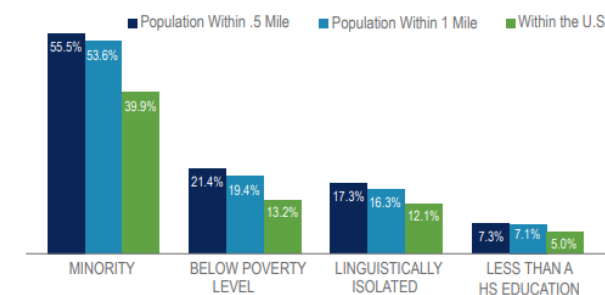


COMMUNITY CHARACTERISTICS NEAR BROWNFIELD SITES

Brownfield sites from Assessment, Cleanup and Redevelopment Exchange System (ACRES) as of FY20
Population Data from 2016-2019 American Community Survey

The population living within .5- and 1-mile of a Brownfield site is:

- ▶ more minority,
- ▶ more low income,
- ▶ more linguistically isolated, and
- ▶ less likely to have a high school education than the U.S. population as a whole.



Toll of Vacancy

The Public Health Implications of Abandoned Spaces in Post-Maria Puerto Rico

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



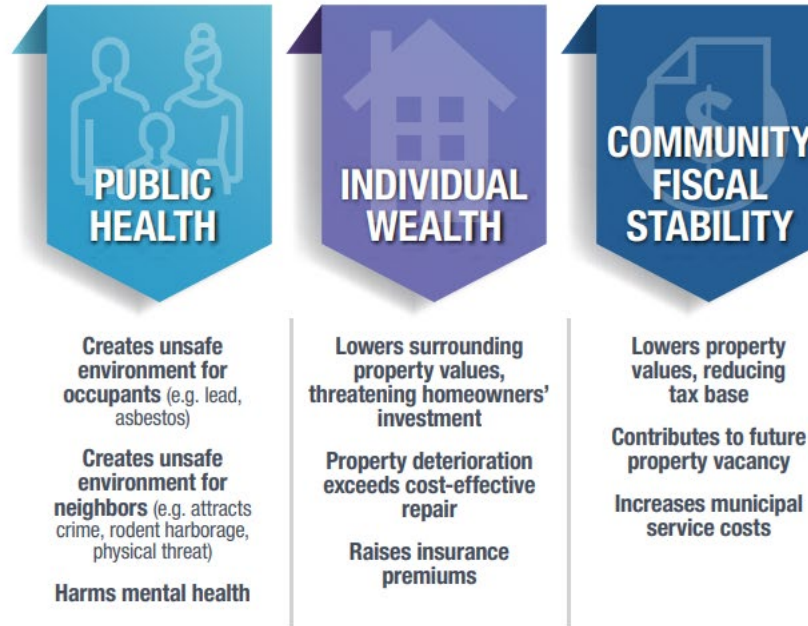
Cost of Vacancy

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.

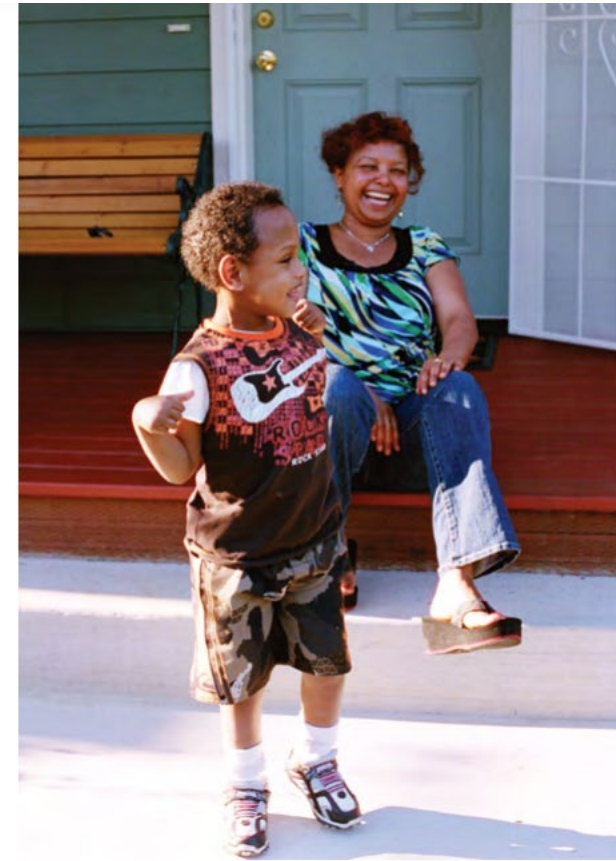
City of Philadelphia spends more than **\$20 million annually** to maintain some 40,000 vacant properties, which cost a conservatively estimated **\$5 million per year in lost tax revenue** to the city and school district

- Evidence Matters Winter 2014 newsletter (USHUD)

Ways Vacant, Abandoned, and Deteriorated Properties Negatively Impact Communities



*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.⁸*





Advantages of Having a Brownfield Site



Advantages of Having a Brownfield Site



Tempo Pop-Ups
activation **Meanwhile Use**
foreseen **Interim**
use of a s **Temporary**
time-limit **Temporary Urbanism**

Tactical Urbanism
Guerilla Urbanism
Site Activation

the temporary
ldings with no
nd, while the
h the owner,
an investor



Courtesy of Pennsylvania Horticultural Society



Courtesy of Austin American Statesman



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BROWNFIELD POP-UP BENEFITS

Economic and Marketing



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

Partnerships

- Community groups
- Land owner
- Public-private



Equity

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

Fun!

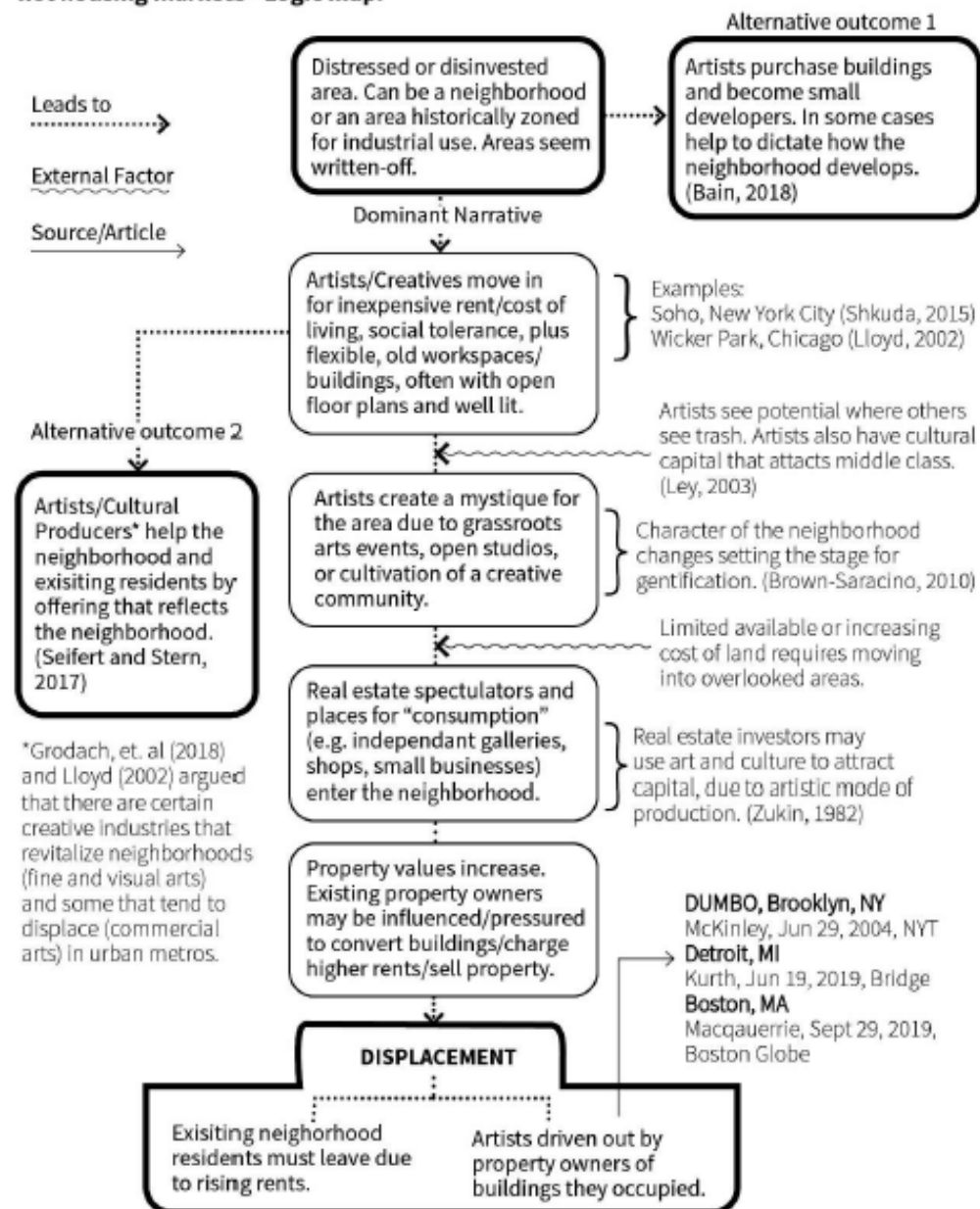
- Low-risk (politically, economically)
- Reversible, experimental, flexible
- Opportunity for creativity, innovation



POTENTIAL DRAWBACKS

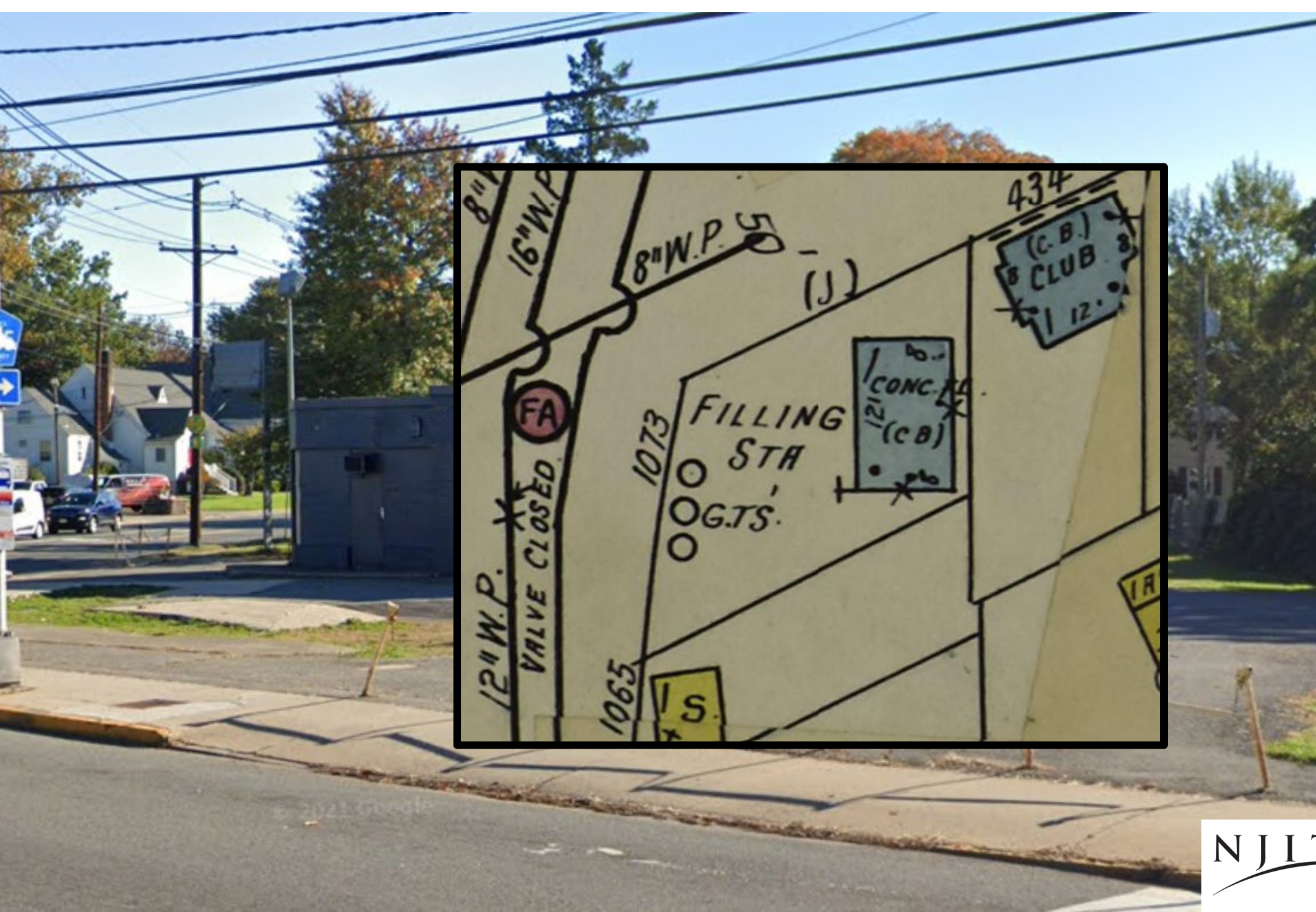
- Temporary use can become beloved institution, especially in empowered marginalized communities
- Gentrification
- Bad press can deter developers
- Can be viewed as dispensable
- Fuel speculation real estate market
- Superficial
- Contaminated properties

Artists, neighborhood development, and gentrification in major cities with hot housing markets - Logic map.



Densmore-Bey, Aisha S. 2023. *The Artist-Developer: A case study of impact through art-centered community development in neighborhoods of color.*

Figure 4 Artists, neighborhood development, and gentrification



- Gas station, hasn't been in service since at least 2008

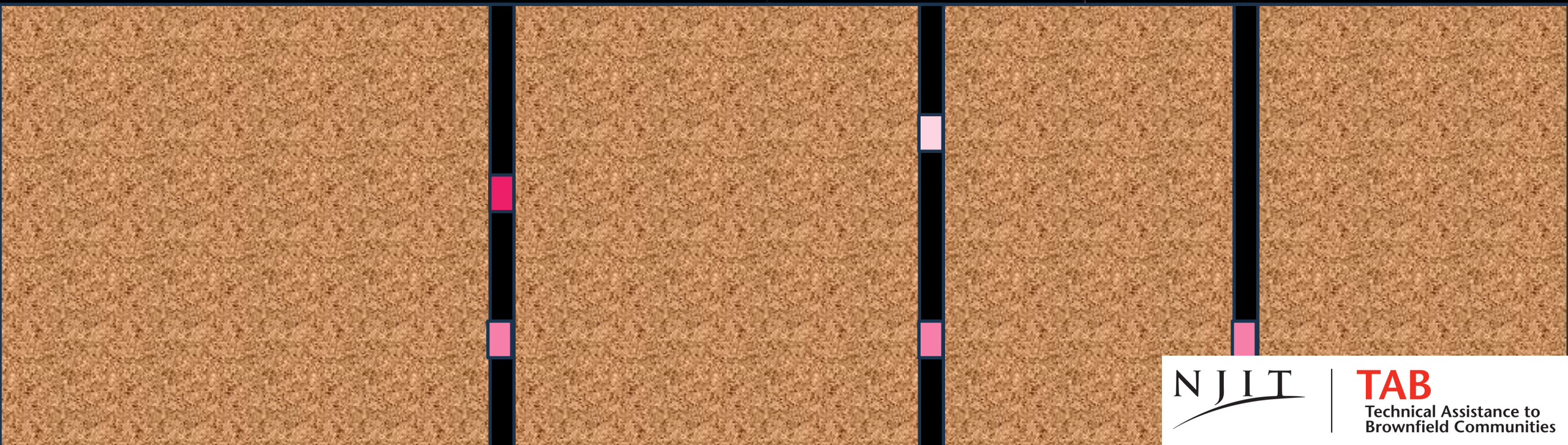
- On Main St. in business district with small businesses, restaurants

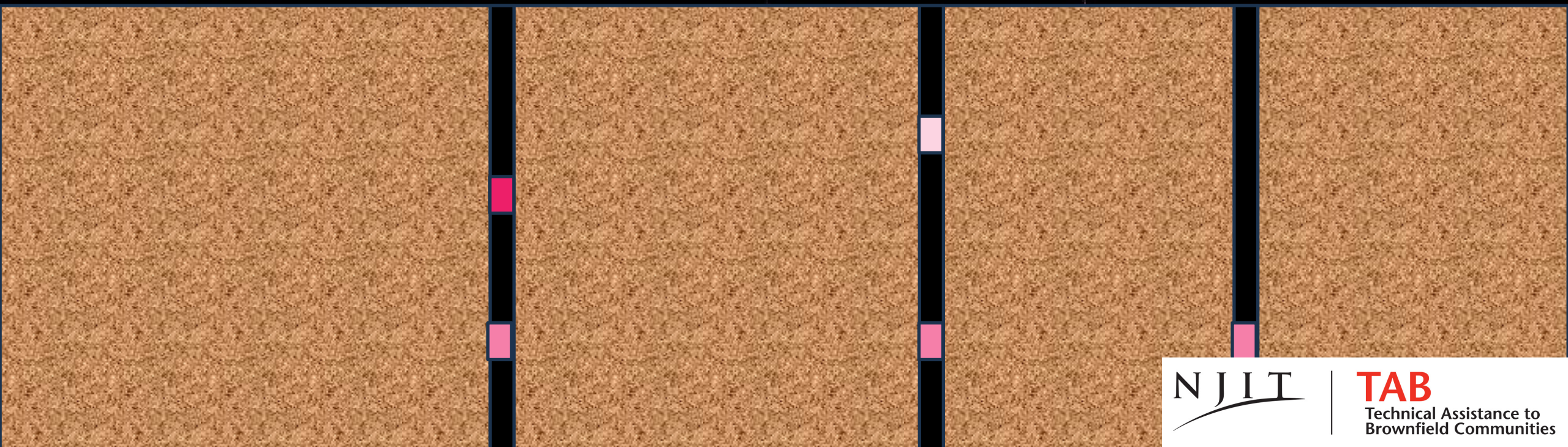
3 Gas Tanks

Gas Dispensers

Floor Drains in Building

Stained Soil







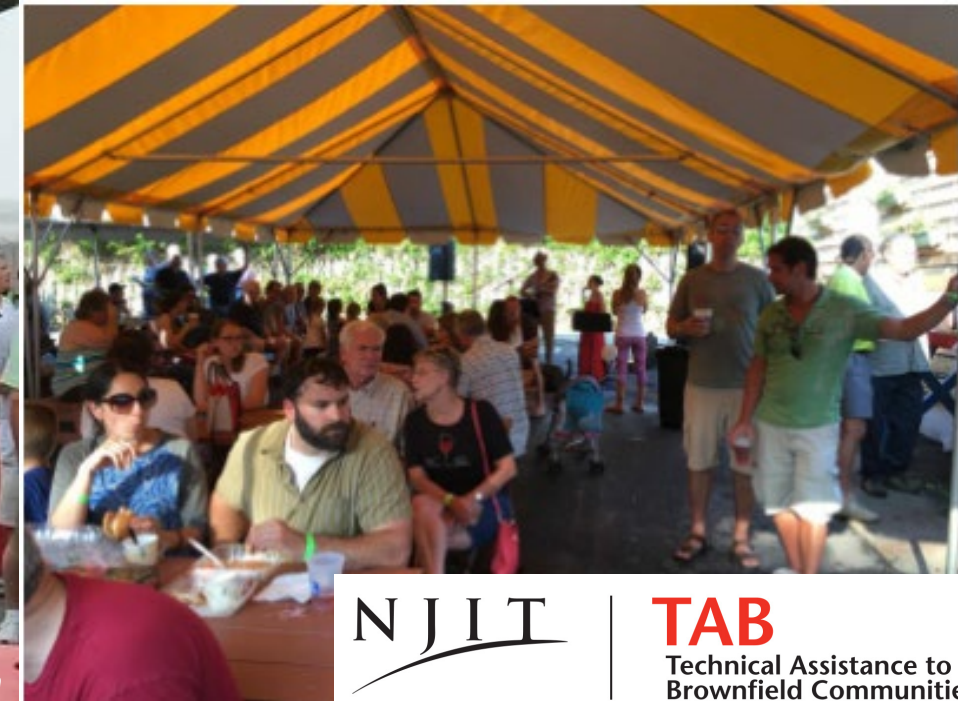
Great. How do I pay for that??

- 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



Milliesbrunch.com

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"Chicopee is gonna be the spot." Kevin Sahagian, restaurant owner

172 Center St

Chicopee, Massachusetts



Google Street View

Jun 2023

[See more dates](#)



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.



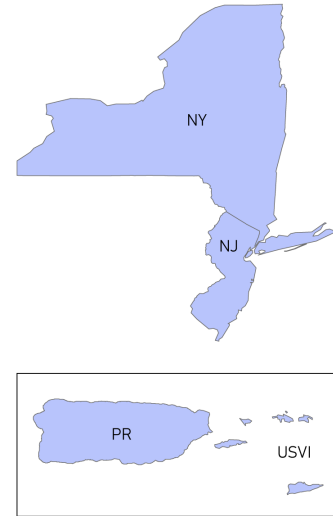
Chicopee officials cleaned hazardous materials from this property at 181 Center St. which once housed the Racing Oil gas station and now plan to turn it into a park to promote businesses and community activities. (Jeanette DeForge/Republican photo)

- \$ 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

NJIT TAB – EPA REGION 2 AND 4

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

EPA Region 2



EPA Region 4



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*!**

NJIT TAB Assistance

Assistance is provided through...

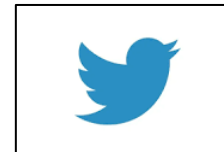
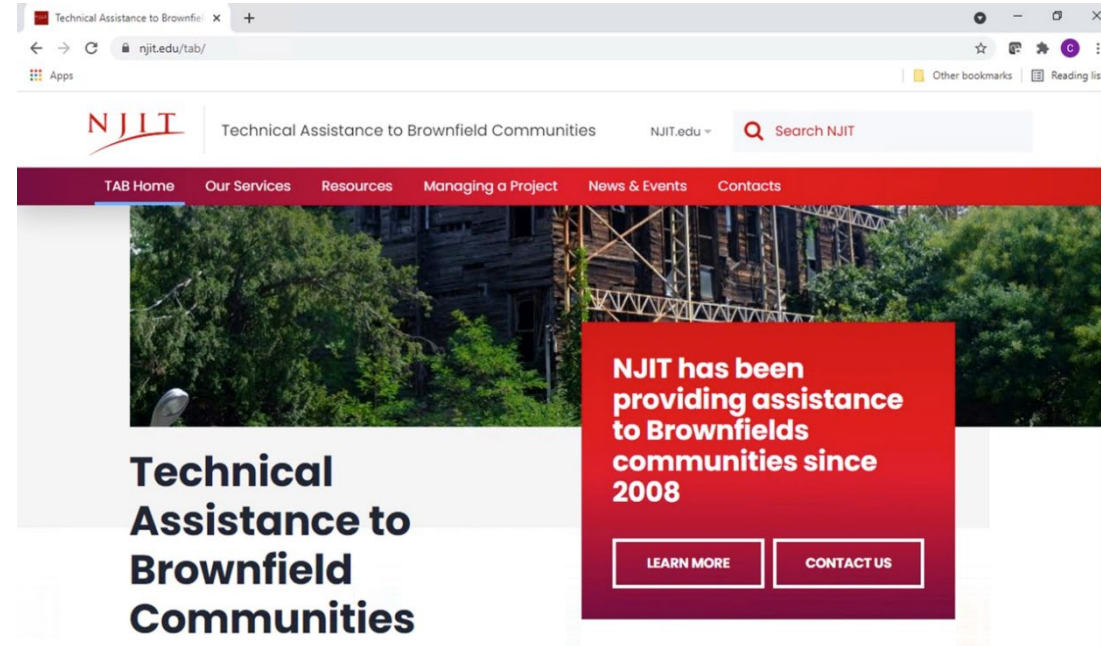
- ❖ Brownfields Academy
- ❖ Brownfield Community Engagement and Educational Forums
- ❖ One-on-one Technical Assistance



NJIT TAB BROWNFIELDS ACADEMY

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



@NjitTab



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

Guidance on developing brownfield inventories

Review draft grant applications

Create project prioritization processes

Develop redevelopment strategy

Participate in the consultant solicitation process

Develop strategies on marketing brownfields sites

Explain the regulatory programs

Develop Assets and Needs Studies

Explain clean-up technologies

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



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