

NJIT's Pop-Up Progress: **Unveiling the Magic of Temporary Brownfield Makeovers**



About DVRPC

- Federally-designated MPO for 9-county Philadelphia region in PA and NJ
- Created in 1965 to plan for the orderly growth and development of the bi-state region.
- Guided by an 18-member Board
- Conduct short, medium, and long term plans
- Provide funding for projects around transportation, land use, economic development, equity, open space, housing, etc.



MUNICIPAL IMPLEMENTATION TOOL 26

THE POP-UP ECONOMY

Image Sources: Spencer Gober, DVRPC.



Feb 8, 2024 | Pop-Up Progress

MUNICIPAL IMPLEMENTATION TOOL 34

CULTIVATING A HOMEGROWN ECONOMY



Unveiling the Magic of Temporary Brownfield Makeovers

Benefits of Pop-Ups

DVRPC's Experimental Pop-Ups (EXPO) Program



www.dvrpc.org/expo

Image Source: Betsy Mastaglio, DVRPC.

Temporary

Low Cost

Low Risk

Types of Pop-Ups



**Beer Gardens
Food Trucks
Festivals
Streeteries
Holiday Markets
Farmers Markets
Shops
Concerts
Park(ing) Day
Infrastructure
ANYTHING!**

Image Sources: Spencer Gober, Betsy Mastaglio, Jesse Strangfeld, DVRPC.

Short, Medium, and Long Term Strategies

POPPING UP

We are here:
**Vacant and abandoned
buildings and land in need
of redevelopment.**

We want to get here:
**Impactful investment
leads to permanent
redevelopment.**

CULTIVATING

MUNICIPAL IMPLEMENTATION TOOL 26

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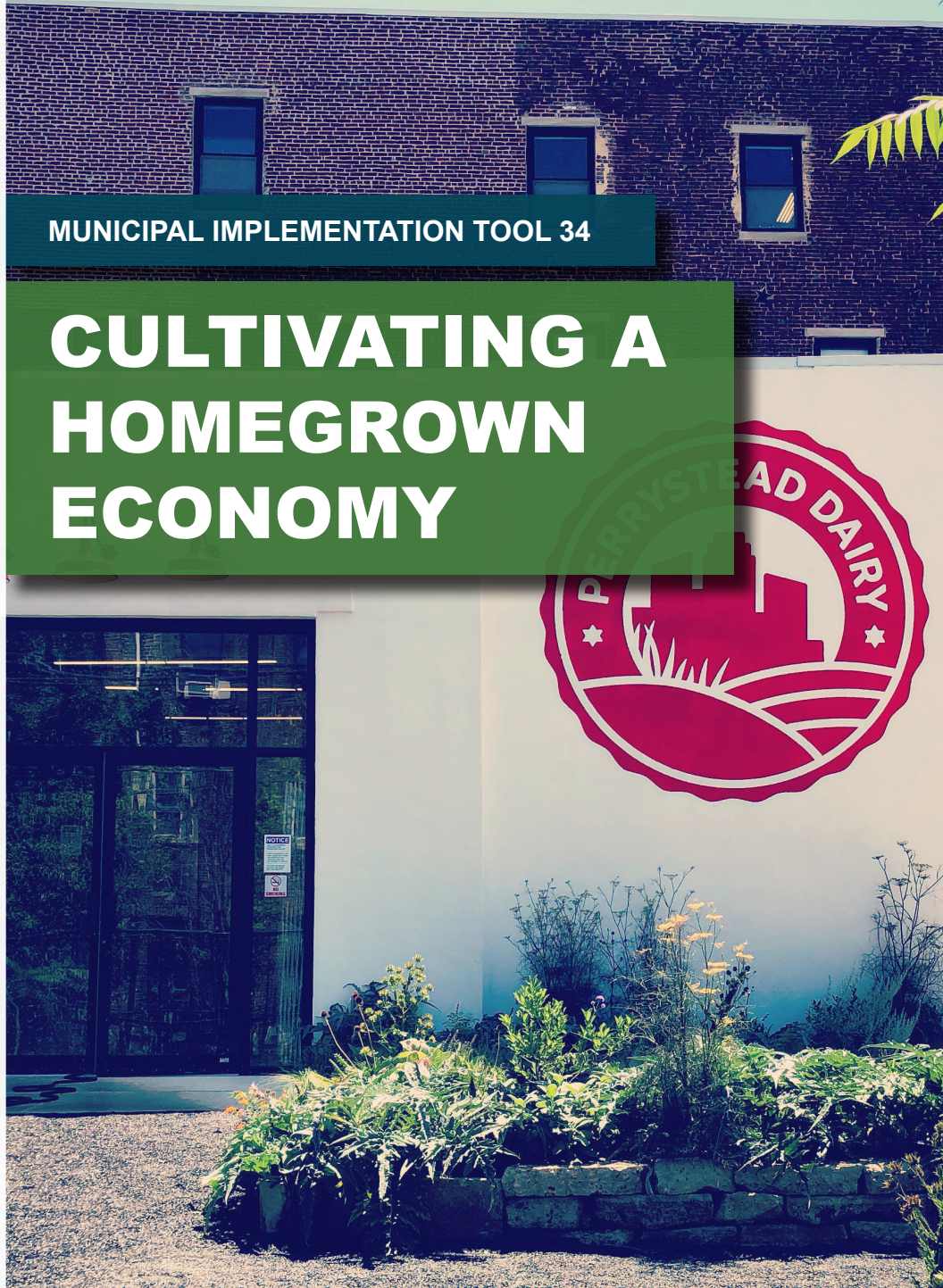
Image Sources: Spencer Gober, DVRPC.



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Unveiling the Magic of Temporary Brownfield Makeovers

Common Themes

1

Local and Unique

5

2

4

3



Image Source: Spencer Gober, DVRPC.

Common Themes



Image Source: Spencer Gober, DVRPC.

Common Themes



Image Source: Paul Carafides, DVRPC.

Common Themes

1

Local and Unique

2

Sense of Place

5

3

Public Engagement

Public-Private Partnerships

4



Image Source: Spencer Gober, DVRPC.

Common Themes

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Zoning and Permitting

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Public Engagement

Image Source: Spencer Gober, DVRPC.

Strategies

Develop an approach to branding and marketing.

- Contract with a Brand Consultant
- Create Branded Trails
- Develop Destination Branding
- Evaluate New Data Sources
- Leverage Visitors' Bureaus

Enable diverse opportunities for locally-owned businesses.

- Aid Agricultural Diversification
- Allow for Apiaries
- Anticipate Cannabis
- Deploy Digital Infrastructure
- Enable the Craft Beverage Industry
- Enact Local Procurement Policies
- Plan for Short-Term Rentals
- Seek Partnerships
- Zone for Small-Scale Manufacturing

Find and provide funding.

- Fund Facade Improvement Programs
- Join Main Streets Programs
- Leverage U.S. Economic Development Administration Grants
- Provide Grants to Entrepreneurs

Image Source: Spencer Gober, DVRPC



The Reading Viaduct, Loft District, Philadelphia, PA



Image Source: Halford Welch, Center City District.

The Reading Viaduct, Loft District, Philadelphia, PA



Image Source: Stephanie Cavacini, DVRPC.

The Reading Viaduct, Loft District, Philadelphia, PA



Image Source: Halford Welch, Center City District.

The Reading Viaduct, Loft District, Philadelphia, PA

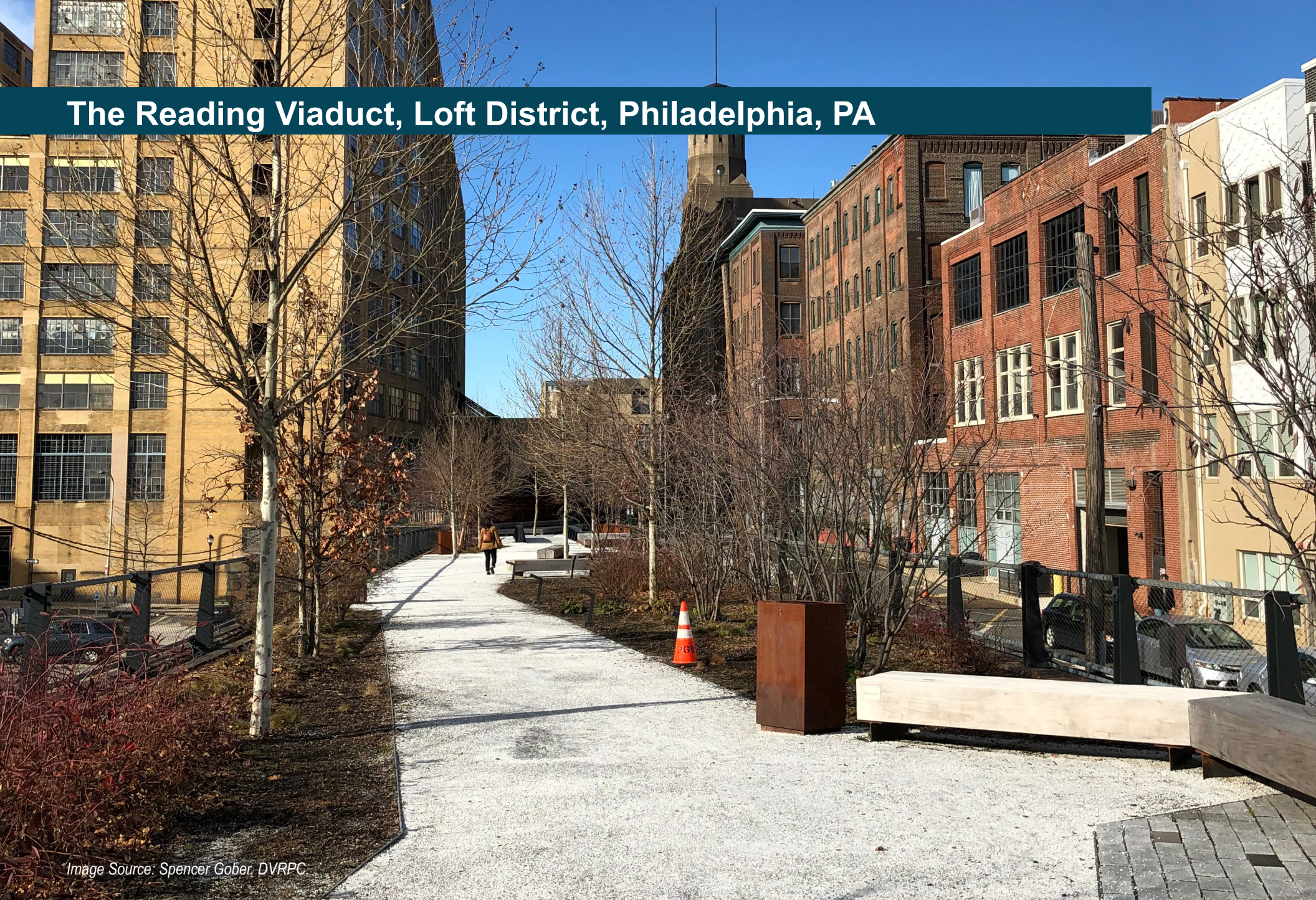


Image Source: Spencer Gober, DVRPC

The PHS Pop-Up Beer Garden, Loft District, Philadelphia, PA

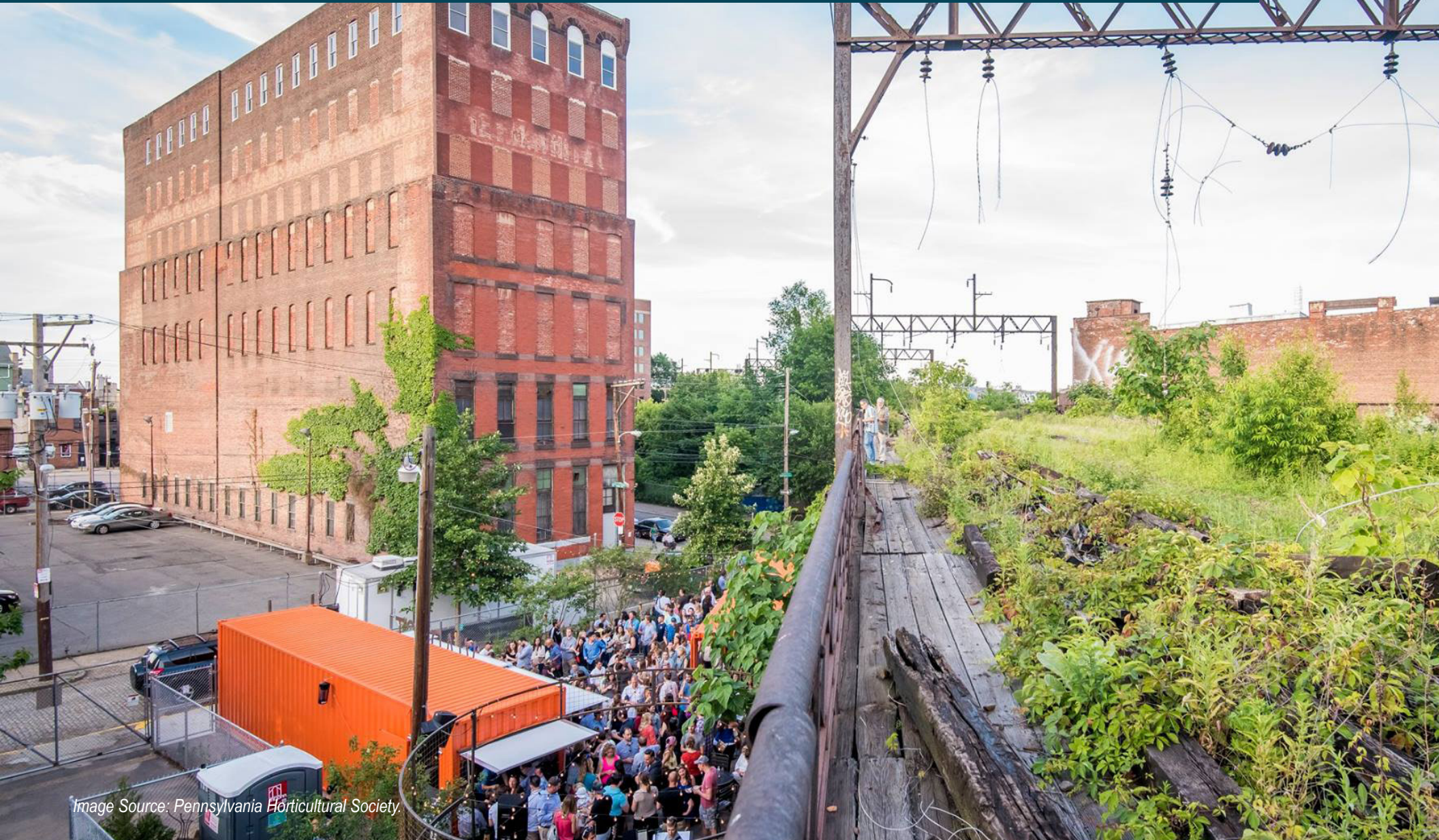


Image Source: Pennsylvania Horticultural Society.

The PHS Pop-Up Beer Garden, Loft District, Philadelphia, PA



Image Source: Pennsylvania Horticultural Society.

A Culture of Beer Gardens and Craft Breweries, Philadelphia, PA

2011

PHS hosts first annual pop-up beer garden at 20th and Market Streets

2017

Yards Brewing relocates to new location at 5th and Spring Garden Streets

2019

Triple Bottom Brewing opens at 10th and Spring Garden Streets

2016

PHS hosts Viaduct pop-up beer garden under the abandoned Reading Viaduct at 10th and Hamilton Streets

2018

Love City Brewing opens at 10th and Hamilton Streets

Phase 1 of the Rail Park opens to the public.

Enable the Craft Beverage Industry

ZONING DEFINITIONS:

Beer Garden

May or may not be associated with a brewery, and may be either a primary or secondary use.

Brewpub

Primarily used for on-site consumption, and sells 25 percent or more of its beer on-site. Sale of food is the primary object.

Microbrewery

No more than 15,000 barrels of malt or brewed beverages produced on-site annually, and then sold or distributed off-site.

Regional Brewery

Where between 15,000 and 6 million barrels are produced annually, and sold off-site.

Taproom

Where the sale of food is secondary to alcohol consumption, and may have on-site brewing.

Tasting Room

An accessory, on-site use, at a brewery for the purpose of sampling ahead of purchase.

Source: Chester County Planning Commission, www.chescoplanning.org/MuniCorner/eTools/27-Breweries.cfm.

Image Source: Spencer Gober, DVRPC.

Site of the Firebird Festival, Phoenixville, PA in



Image Source: Google Streetview.

The Firebird Festival, Phoenixville, PA

2004

150 people attend the first Phoenixville Firebird Festival held on a vacant lot on Bridge Street

2012

The Festival relocates back to original site on Bridge Street due to redevelopment at existing location

2015

Construction underway on Phoenix Village Apartments at original Festival site

2023

The Festival attracts more than 20,000 attendees

2006

The Festival relocates due to development pressures at original location

2013

Once again the Festival moves to a third location as a result of development pressures that come to fruition

2018

The Festival moves to its fourth, and current location

Image Source: Nicole Dobson, 2021.

The Firebird Festival, Phoenixville, PA



Image Source: Andrew Svekla, DVRPC.

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Zoning and Permitting

Transportation & Community Development Initiative (TCDI)



TCDI supports local planning initiatives that also advance the goals of the Long Range Plan, Connections 2050, and focuses on linking land use, transportation, and economic development planning.

- **Next NJ Round:** January 2025
- **Eligible Activities:** Planning projects, feasibility studies, and conceptual design
- **Eligible Entities:** NJ County and municipal governments, transit agencies, and TMAs within DVRPC region
- **Total Available:** \$600,000
- **Maximum / Minimum Awards:** \$100,000 / \$60,000

www.dvrpc.org/tcdi

NJIT's

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