Unveiling the Magic of Temporary Brownfield Makeovers

February 8, 2024

Image Source: Halford Welch, Center City District.

Image Source: Stephanie Cavacini, DVRPC.
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.
CULTIVATING A HOMEGROWN ECONOMY

Unveiling the Magic of Temporary Brownfield Makeovers
Benefits of Pop-Ups

DVRPC’s Experimental Pop-Ups (EXPO) Program

Temporary
Low Cost
Low Risk

www.dvrpc.org/expo

Image Source: Betsy Mastaglio, DVRPC.
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.
We are here:
Vacant and abandoned buildings and land in need of redevelopment.

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

Short, Medium, and Long Term Strategies

POPPING UP

CULTIVATING
THE POP-UP ECONOMY

CULTIVATING A HOMEGROWN ECONOMY

Feb 8, 2024 | Pop-Up Progress

Image Sources: Spencer Gober, DVRPC.

Unveiling the Magic of Temporary Brownfield Makeovers
Common Themes

1. Local and Unique

Image Source: Spencer Gober, DVRPC.
Common Themes

1. Local and Unique

2. Sense of Place

Image Source: Spencer Gober, DVRPC.
Unveiling the Magic of Temporary Brownfield Makeovers

Common Themes

1 Local and Unique
2 Sense of Place
3 Public Engagement
4
5

Image Source: Paul Carafides, DVRPC.
Common Themes

1. Local and Unique
2. Sense of Place
3. Public Engagement
4. Public-Private Partnerships
5. Image Source: Spencer Gober, DVRPC.
Unveiling the Magic of Temporary Brownfield Makeovers

Common Themes

1. Local and Unique
2. Sense of Place
3. Public Engagement
4. Public-Private Partnerships
5. Zoning and Permitting

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
The Reading Viaduct, Loft District, Philadelphia, PA

Image Source: Halford Welch, Center City District.
The Reading Viaduct, Loft District, Philadelphia, PA

Unveiling the Magic of Temporary Brownfield Makeovers

Image Source: Stephanie Cavacini, DVRPC.

Feb 8, 2024 | Pop-Up Progress

dvrpc
The Reading Viaduct, Loft District, Philadelphia, PA

Image Source: Halford Welch, Center City District.
The PHS Pop-Up Beer Garden, Loft District, Philadelphia, PA
The PHS Pop-Up Beer Garden, Loft District, Philadelphia, PA
A Culture of Beer Gardens and Craft Breweries, Philadelphia, PA

2011
PHS hosts first annual pop-up beer garden at 20th and Market Streets

2016
PHS hosts Viaduct pop-up beer garden under the abandoned Reading Viaduct at 10th and Hamilton Streets

2017
Yards Brewing relocates to new location at 5th and Spring Garden Streets

2018
Love City Brewing opens at 10th and Hamilton Streets

2019
Triple Bottom Brewing opens at 10th and Spring Garden 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.

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.

2006
The Festival relocates due to development pressures at original location.

2012
The Festival relocates back to original site on Bridge Street due to redevelopment at existing location.

2013
Once again the Festival moves to a third location as a result of development pressures that come to fruition.

2015
Construction underway on Phoenix Village Apartments at original Festival site.

2018
The Festival moves to its fourth, and current location.

2023
The Festival attracts more than 20,000 attendees.

Common Themes

1. Local and Unique
2. Sense of Place
3. Public Engagement
4. Public-Private Partnerships
5. Zoning and Permitting

Unveiling the Magic of Temporary Brownfield Makeovers
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](http://www.dvrpc.org/tcdi)
NJIT’s POP-UP PROGRESS:
Unveiling the Magic of Temporary Brownfield Makeovers

Contact Information:
Spencer Gober
sgober@dvrpc.org
215.238.2844