POP UP PROJECTS for VACANT PROPERTIES
TEMPORARY PROJECTS – Why?

1. **Stimulate interest** in vacant properties
2. **Advance a development agenda** in a weak real estate market
3. **Engage the public** for better decision-making
4. **Build social capital** and strengthen community relationships
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Old Coast Guard Station Cleveland
Vacant marina Cleveland
Scofield Mansion Cleveland
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VACANT STOREFRONTS >
VACANT STOREFRONT > Bazaar Bizarre
VACANT STOREFRONT > Ristorante Chinato
VACANT STOREFRONT
Designerosa: temporary vegan steakhouse
VACANT STOREFRONT

Designerosa: temporary vegan steakhouse
VACANT STOREFRONT > Cowell & Hubbard
VACANT INDUSTRIAL BUILDING Leff Electric
ELECTRIC ROLLER DISCO TECH

Friday, August 28th
7:00 - 10:00 pm
Leff Electric Building
1163 E. 40th Street

ELECTRIC ROLLER DISCO TECH at Leff Electric
LEFF ELECTRIC > Ariel Event Center
VACANT RIVERFRONT SITE Flats East Bank
VACANT RIVERFRONT SITE Flats East Bank
LEAP NIGHT the Flats East Bank
LEAP NIGHT

- Illuminated Ice Pool
- X-Mas Tree Orchard
- Snowboarding Ramp
- Seating
- Ice Sculptures
- Vendor Booths
- Performance Area
- Bonfire
- Entry
- Monster Inflatable
- Ice Rink
- Video Gamer Station
LEAP NIGHT Flats East Bank
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MOOS began in early 2015 and was developed with the initial intent of being a youth design/build program to train Cleveland youth as neighborhood change agents through hands-on outdoor workshops, modeled in part after (and with), Alex Gilliam of public workshop and TinyWPA.

Today, MOOS workshops continue in the Buckeye and La Villa Hispana neighborhoods of Cleveland and the Moreland neighborhood in Shaker Heights.
FORMAT

• 10-14 high school and middle school students
• Approximately 24 workshops in each neighborhood per year
• Each student is paid a stipend ($200 - 500) to value their work
• The projects are conceived, designed, and fabricated by students
• Workshops are led by different designers from diverse backgrounds
• Students are trained to use hand & power tools (chop saw, drills, etc.)
PROCESS

• Build first, then repeat
• Set high expectations early
• Define projects in response to verbs
• Focus on neighborhood public spaces
• Encourage conversation with passersby
• Work outdoors in highly visible locations
• Welcome adults and children to join in the fun
• Create projects that don’t look like they were built by children
Snow Fort Compound
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EAST AKRON Vacant lot
EAST AKRON Proposed plaza
CLEVELAND Vacant lot on Holton Avenue
CLEVELAND  Proposed sledding hill
Giddings Brook, Cleveland
Giddings Brook, Cleveland
POPP UP WATER PARK!
1:00PM-3:00PM
JULY 20TH
WATERMARK: TRACING THE PATH OF THE GIDDINGS BROOK

THE IDEA
Watermark is a city-wide temporary landscape treatment for a sense of vacant city land banks that combine environmental art, community engagement, and green space strategies. During Cleveland’s peak period of growth (1890-1950), development occurred rapidly. In response, the city built stormwater systems that effectively drained the city’s streets to the main storm drains. Now the focus is on the benefits of permeable surfaces. The Watershed Stewardship Program (now Cleveland Water) has been long-term projects to reduce pollution and mitigate flooding in neighborhoods. But a growing inventory of vacant land exists in many neighborhoods, offering an opportunity to restore the presence of vegetation and floodwaters in the city.

The project enacts the path of Giddings Brook, a brief stream in the Hough neighborhood, which once ran through the neighborhood. The Watershed Stewardship Program has worked through a series of projects to restore the brook in the neighborhood. The focus is on creating urban green spaces in vacant lots, enhancing the quality of the urban environment, and restoring the hydrology by providing a natural surface to reduce the flow of water.

The project is led by the Cleveland Neighborhood Progress, the partner of the City of Cleveland and the City of Cleveland and in collaboration with the Cleveland Urban Design Collaborative and artist Minis Katz.

WATER, PLANTS & WILDLIFE WORKSHOP

Event 1: Water, plants, and wildlife workshop. A workshop will connect participants and their communities to the protection of local watersheds and the benefits of natural areas. The workshop will cover topics such as the importance of preserving these areas, the steps needed to create them, and the benefits they offer the community.

Event 2: Building a safe Giddings Brook place for education and community engagement. The workshop will focus on creating a safe and accessible place for community engagement and education. Participants will learn about the importance of green spaces in the community and how to create a safe and welcoming environment.

WATERMARK WATERPARK

Event 1: A pop-up waterpark will be set up in the community to engage residents in the importance of water conservation. The waterpark will feature interactive learning stations, activities, and games that teach participants about water conservation and the importance of green spaces.

MATERIAL DONATIONS

Participants can contribute to the project by donating materials such as plants, water bottles, and other items needed for the events. The donations will help support the project and ensure its success.

WATERMARK > Giddings Brook, Cleveland
TEMPORARY PROJECTS

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5. Encourage others to try pop up projects too
CANADIAN CENTRE FOR ARCHITECTURE
What you can do with the city: 99 actions
https://www.cca.qc.ca/actions/actions-list
PROMOTION Print ads and radio spots can be a big expense, but sometimes newspapers and radio stations will provide free advertising in exchange for being the “official sponsor” of an event. MySpace, YouTube, and WetVibe are useful for getting the word out. Even better are local blogs and websites. Our favorites in Cleveland include:

coolcleveland.com
heartcleveland.com
designingblogspot.com
stonesandkleik.com
mymagazine.org
stostudio.com
plugzincleveland.com
100000idea.com
gho.org
dawandpatty.com
clevelandbutteranddesign.blogspot.com
downtownclevelandalliance.org
hotspotpress.org
wardhousesdistrict.org
brieftimes.com
cleveland.com
positivelycleveland.com

INSURANCE Ask the property owner(s) if their existing liability coverage includes special events. It probably doesn’t, but they may be willing to get a rider to their policy that will cover your event. Or, you can purchase special event insurance—there are a number of national agencies that provide event insurance. Most have websites where you can fill out an online application. Your insurer will need to know the details of the event, how many people you expect, how much coverage you need, and whether you plan to serve alcohol. Rates are based on how many people attend the event. For example, a typical policy ($2 million general aggregate, $1 million per occurrence, $1 million personal injury, $300,000 damage to premises and $150,000 medical) might cost $500 for a small event, $1,500 or more for a large event. Alcohol, live music, and other factors will increase the insurance premium. Use a high estimate for attendance figures because if more people turn up than you estimated, your insurance will be invalid.

The property owner, the event organizer, major sponsors, the City of Cleveland, and other partners may need to be listed as “additional insured” on your policy. Your insurer should issue certificates of insurance for each insured party. If your event includes sports or risky activities, get all participants to sign a liability waiver.

SECURITY Consider hiring off-duty police officers to keep an eye on things. The cost varies, but expect to pay around $30 per hour per officer.

SAFETY If adventurous activities are planned, consider having an EMS crew and an ambulance on site during your event. The cost will depend on the length of the event and the size of the EMS crew, but expect to pay $200-300.

CLEVELAND CONTACTS:

Water Department
Hydrant permit: 216.664.2444 x 7013

Fire Department
Open burn permit, other approvals
216.664.6664

Public Health Department, Division of Air Quality
Open burn permit 216.664.6807

Division of assessments & licenses (Food vendor
permits) 216.664.2260

Building Department (Building, electrical, and temporary
occupancy permits) 216.664.2059

Planning Department (Zoning approvals and moral
support) 216.664.2059

Office of Special Events
Scheduling a meeting with the Special Events Committee: 216.664.2059

EMS (on-site emergency crew) 216.664.2001

Pop Up City:
Have a question or need advice?
216.357.3426 or info@popups.cleveland

Ready to try your own pop up?

Here are some things you should know...

There are two ways to approach a temporary event, by the book or fly. It’s best to have the property owners’ permission, all city permits, liability insurance, and private security, but getting all this can be time-consuming and expensive. Instead, you might do what you think you can get away with and deal with the consequences after the fact, as long as you don’t hurt anyone or break anything. There is also a third way, the almost legitimate approach. You do your best to follow all the rules and keep everything by the book, but you make compromises and take short cuts where absolutely necessary. Whatever approach you choose, remember to be safe and reasonable.

PERMITS and APPROVALS You can’t fight city hall, so make friends there instead. Specific approvals will vary depending on the event, but assume that you are going to need some kind of permit; it’s best to have a friend on the inside to help guide you through the approvals process. Start early. Very early. In Cleveland, some permits you may need include:

TENT PERMIT You’ll need a permit (if your tents) are larger than 10 feet square. Stick with small tents and avoid the permit process.

STAGE PERMIT A permit is required for stages or platforms that are more than 12 inches high. Go with a lower stage whenever possible.

TEMPORARY OCCUPANCY PERMIT If you’re using a vacant building for your event, you will need a temporary occupancy permit. To apply for a permit, you must have a floor plan and a site plan.

SPECIAL EVENT APPROVALS The City of Cleveland has a special events committee that has representatives from all the city departments you will need to talk to. You may be required to meet with this committee. If so, you need to submit your application well in advance of your event. The committee meets monthly. See below for contact information.

FIRE: In Cleveland, a bonfire requires an open burn permit. You need to get the permit form from the Health Department. Fill it out and take it to the Fire Department for their approval. Then back to the Health Department where they issue the actual permit. Only clean, dry wood can be burned—no paint with varnish, or treated wood, or garbage, or any kind of plastic, ribbon, etc. Limit your fire to no larger than five feet wide by five feet tall. Permits for larger fires are harder to get. Remember to have fire extinguishers on hand. Marshmallows are not appropriate.

WATER: Fire hydrants are everywhere, but you need a permit from the Water Department to tap a hydrant. They will ask you to estimate the amount of water you plan to use and pay for it in advance. If you need to use a lot of water over an extended period of time, the Water Department may decide to meter your usage. But for most events, your estimate will suffice. To tap a fire hydrant, you need a big lug wrench.

TEMPORARY WATER: If you plan to transport water some distance from the hydrant to your site, you will need a hose. A garden hose will not work. Many building contracts also have fire hoses, so see if someone will lend you one.

ELECTRICITY: If possible, get your power for sound equipment and lighting from nearby buildings, but don’t go crazy with extension cords, because it’s dangerous. You can rent a generator, although you are noisy and will require an electrical permit from the Building Department. Only a registered electrician can pull an electrical permit. If you only need a little electricity, you can get a power inverter and use your car battery.

FOOD and DRINK: Local restaurants make great event partners. Invite them to set up a stand and sell things at your event. Food vendors need a permit from the Health Department. Alcohol adds to the fun, but it makes everything more complicated. Selling alcohol requires a liquor permit. Even if you give drinks away, your liability insurance premium will be higher and you may need additional security.

SUPPLIES: The world is full of trash, so check the tree laws in your neighborhood for all kinds of things that can enhance your event. Befriend someone with a truck.

WEATHER You can’t control the weather, so stop worrying about it. Everything will be alright. Really.

SPONSORS Know your audience. If you have clear objectives and a pure heart, people will help you and support your event. Corporate sponsorships can be useful. Red Bull, maat Like Ribbon, Gatorade Vitamin Water, and Starbucks seem especially willing to give their products away. Some sponsors will even give you cash if you ask nicely.

TRASH: For small events, you can have away the trash yourself. But if you’re expecting lots of people, you should have a trash dumpster on site. There are many private waste haulers, but the City of Cleveland’s waste service is the most affordable and efficient. The city will deliver and pick up a small dumpster for around $50.

RESTROOMS: You can rent portable restrooms for about $100 per unit per day. Rent at least two, even if you’re expecting a small crowd, because you’ll want to have a back up in case of malfunctions. Or see if you can find a nearby restaurant with a friendly owner. Offer to buy food from the restaurant in exchange for use of their restrooms during the event.

ROOFTOPS: Great locations for temporary events, but the logistics can be tricky. Make sure your roof has a parapet wall or a high railing around the perimeter. Open roof edges are dangerous and you will run into problems with the Building Department unless you can secure the edge in a code-conforming way. Your roof will need at least two means of egress (two ways to get up and down from the roof). Don’t forget about accessibility—people with limited mobility may want to attend your event. Plan early, not at the last minute.