

Revitalizing urban neighborhoods through innovative design.



Infill Philadelphia is an initiative of the Community Design Collaborative.

A Sound Investment: Reusing Former Industrial Sites

Your Sponsorship of Infill Philadelphia Will Help Restore the Competitive Edge of Urban Neighborhoods

Infill Philadelphia: A Community Investment

Infill Philadelphia is a comprehensive, three-phase initiative created to promote workable, innovative design solutions for revitalizing urban spaces. The initiative is designed to help breathe new life into older urban communities, particularly those identified as ripe for reinvestment.

The first two phases of *Infill Philadelphia* resulted in public dialogue between more than 3,000 design practitioners, neighborhood leaders, community development experts, policymakers, and funders. More than 1,000 hours of pre-development design services have been donated to date and scores of innovative design strategies for the redevelopment of urban infill sites have been presented. The Collaborative has a strong track record of success in leveraging social and intellectual capital, and the organization increasingly serves as the leading voice for quality design and development in the name of the public good.

In 2009/10, the third phase of *Infill* will focus on vacant and underutilized industrial sites that are impeding broader reinvestment efforts in the neighborhoods surrounding them. The

design initiative officially kicks off in October 2009 with a series of public programs and events.

Infill Philadelphia: Industrial Sites will produce innovative ideas that could help to revive neighborhood industrial sites, and turn former vacant space into workshops and businesses where fabrication and production once again thrive; and where unused sites come to life, anchoring broader community revitalization goals and sustainable economic development efforts.

Partners, Funders and Participants

The third phase of *Infill Philadelphia* is presented in partnership with Philadelphia Industrial Development Corporation (PIDC) and is partially underwritten by the William Penn Foundation with additional support from the Philadelphia Office of Housing and Community Development. Other program partners include Drexel University Facilities, a Division of Student Life and Administrative Services, and the University of Pennsylvania.

COMMUNITY DESIGN COLLABORATIVE is a volunteer-driven community design center that provides pro bono preliminary design services to non-profit organizations; promotes best practices in community design and development; and offers design professionals a unique way to volunteer their skills in service of neighborhoods. The Collaborative is an independent 501 (c)(3) with a network of more than 600 volunteers.

www.cdesignc.org

PHILADELPHIA INDUSTRIAL DEVELOPMENT CORPORATION is a private, not-for-profit Pennsylvania corporation founded in 1958 by the City of Philadelphia and the Greater Philadelphia Chamber of Commerce to promote economic development throughout the city. PIDC's central strategy is to leverage financing and real estate resources to retain and to grow employment in Philadelphia. <http://www.pidc-pa.org>

Sponsorship Opportunities

Get involved with Philadelphia revitalization by supporting ideas that will help create more vital neighborhoods and communities. The Community Design Collaborative is pleased to offer sponsorship opportunities that connect with your customers, business or mission. This is an opportunity to invest in a unique revitalization effort with exciting possibilities.

If you agree that rethinking, reusing and revitalizing a Philadelphia legacy is an investment providing a significant return for Philadelphia's neighborhoods, join us. Be part of an initiative that continues to make a meaningful contribution to the City.

**FOR DETAILS CONTACT: CARRYN M. GOLDEN
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October 2009

Industrial Sites: An Interim Use Charrette

February 2010

Design Challenge Public Launch

Feb/March 2010

Industrial Interventions Exhibit

April 2010

Design Challenge Juried Mid-Review

May 2010

Design Challenge Final Presentation

October 2010

Publication Release and Exhibit

www.infillphiladelphia.org

Program Components

Infill Philadelphia: Industrial Sites will consist of three distinct design-centered components. The first two are designed to generate best practices for industrial reuse and, together, will significantly inform the third. These programs and related events will engage partners, jurors and resource advisors from the fields of design, planning, economic development, industrial site development, manufacturing, and related public agencies, as well as several volunteer design firms, public artists and public officials. A beautifully-designed 12-page publication will report the overarching issues and illustrate highlights from the Design Challenge, in addition to recognizing all participants, funders and contributors.

INDUSTRIAL SITES: AN INTERIM USE CHARRETTE A day-long design workshop in partnership with the AIA Design Committee and Philadelphia Association of Community Development Corporations will be conducted as part of the Design on the Delaware annual conference, October 30, 2009. Program partners will work alongside public artists, nonprofit and city planning representatives and design professionals to devise creative temporary projects for vacant small-scale neighborhood industrial sites. The program will conclude with a public presentation of results followed by a reception.

DESIGN CHALLENGE A three-part program eagerly anticipated by those involved in the redevelopment of urban neighborhoods and industrial sites. *Infill Philadelphia: Industrial Sites* Design Challenge includes: 1) a Public Launch featuring presentations by a well-respected panel of experts; 2) an invitation-only Juried Mid-Review 3) and a Final Juried Review that includes conceptual presentations and a closing reception. Each event attracts an average of 200 attendees.

INDUSTRIAL INTERVENTIONS EXHIBIT The Collaborative will solicit entries from area architecture, planning and engineering firms for an exhibit of best practices in temporary and permanent industrial reuse that has been implemented or is on the boards. Installation will occur in early winter so that the exhibition will coincide with the Industrial Sites Public Launch event. We see this as a great opportunity to share a wide array of innovative industrial re-use concepts developed by various designers from around the region with the potential for thousands to view.

Sponsorship Levels

\$10,000 – INITIATIVE SPONSOR INCLUDES:

- Introductory remarks at Public Launch and Final Presentation
- Sound bite in a podcast (as available/appropriate)
- Logo featured in *Infill Philadelphia: Industrial Sites* publication (5,000+)
- Distribute company literature to participants at all *Infill Philadelphia* events
- Recognition at ALL *Infill Philadelphia* events
- Logo recognition on *Infill Philadelphia* invitations, e-communications, signage, participant materials, and follow-up publications
- Website and logo exposure on www.infillphiladelphia.org

\$5,000 – DESIGN CHALLENGE SPONSOR INCLUDES:

- Have logo featured in *Infill Philadelphia: Industrial Sites* publication (5,000+)
- Distribution of company literature to participants at ALL *Infill Philadelphia* events (5+)
- Recognition at ALL *Infill Philadelphia* events
- Logo recognition on *Infill Philadelphia* invitations, e-communications, signage, and participant materials
- Website and logo exposure on www.infillphiladelphia.org

\$3,000 – CHARRETTE SPONSOR INCLUDES:

- Free Design on the Delaware registration for 1 senior associate from your firm to participate
- Recognition at event and on event handouts
- Logo featured within charrette report
- Logo recognition on charrette invitations, e-communications, signage, and participant materials
- Website and logo exposure on www.infillphiladelphia.org

\$3,000 – PUBLICATION SPONSOR INCLUDES:

- Distribution of company literature to participants at exhibit
- Recognition at publication launch event
- Logo featured within publication (5,000+)
- Logo recognition on publication launch invitations, e-communications, signage, and participant materials
- Website and logo exposure on www.infillphiladelphia.org

\$2,500 – EXHIBIT SPONSOR INCLUDES:

- Distribution of company literature to participants at exhibit
- Recognition at event
- Logo recognition on exhibit invitations, e-communications, signage, and participant materials
- Website and logo exposure on www.infillphiladelphia.org

\$1,000 – RECEPTION SPONSOR INCLUDES:

- Recognition at a select *Infill Philadelphia* event
- Logo recognition on *Infill Philadelphia* invitations, e-communications, signage, and participant materials
- Website and logo exposure on www.infillphiladelphia.org

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