Breweries & Downtown Redevelopment: A Case Study of Cincinnati’s Brewery District and Rhinegeist Brewery

Land Use Policy and Real Estate Development
Community of Practice

Leah Archibald & Ilana Preuss, Co-Chairs
April 5th, 2016
Today’s Agenda:
• Welcome and introductions
  • 5 minutes
• What is the Land Use CoP?
  – Ilana Preuss, Co-Chair
    • 5 minutes
• The beauty and potential of OTR
  – Steven Hampton, The Brewery District
    Urban Redevelopment Corporation
• Why Rhinegeist chose OTR
  – Bryant Goulding, Rhinegeist Brewery
    • 10 minutes
• How did the project happen?
  – Steven, Bryant, and Ilana
    • 10 minutes
• Facilitated question and answer session
  • 30 minutes
What is a CoP: *A mechanism for our members to easily access each other’s expertise and drive the creation of resources.*

**UMA’s Four CoP’s include:**

- Land Use Policy and Real Estate Development
- Equity
- Workforce Development
- Local Branding
The Beauty and Potential of OTR

History of the area

Infrastructure and zoning

Changing perceptions
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Bockfest
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Historic Brewery Tours
Why Rhinegeist Chose OTR

History and culture
Infrastructure and zoning
Benefits to location
Rhinegeist Brewery
Our flight and fleet
Let’s dive into the details!

How did this project happen?
Question & Answer Session

To ask a question, either:

• “Raise Your Hand” by clicking the hand icon on your control panel; we will unmute you and you can ask your question to the group aloud

OR

• Typing your question under the “Question” section on your control panel and we will read your question to the group
What’s Next?

The Land Use CoP will continue to present stories on interesting land use policies and real estate projects in cities.

Know of an interesting one? Please submit it at: bit.ly/umalanduse

And don’t miss UMA’s next program!

Local Branding CoP’s Virtual Meet Up:
“Making the Model: Organizational Structures of Local Branding Platforms.”
Wednesday, April 20th at 1pm
Sign up: bit.ly/makingthemodel