

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

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



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:

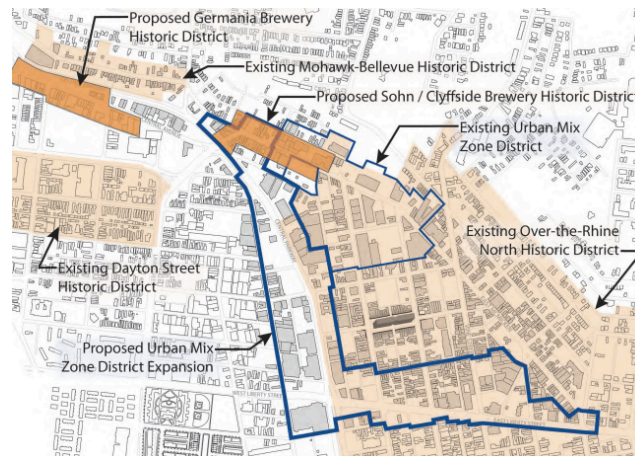
- Land Use Policy and Real Estate Development
- Equity
- Workforce Development
- Local Branding



The Beauty and Potential of OTR



History of the area



Infrastructure and zoning



Changing perceptions



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



Bockfest



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



Historic Brewery Tours



Why Rhinegeist Chose OTR



History and culture



Infrastructure and zoning



Benefits to location



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



Rhinegeist Brewery



Breweries & Downtown Redevelopment: A Case Study of Cincinnati's Brewery District and 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/makingthamodel

