Not Your Grandfather’s Warehouse District

ULI Fall Meeting 2015

Ilana Preuss
Founder
@ilanapreuss
Rise in modern manufacturing – new definition
Need to add breweries, production + retail space, hardware fabricators...
70% of manufacturing businesses have fewer than 20 employees
Maker industries & manufacturing are key pieces to reposition older districts
Share of Income Property in WalkUPs Over the Last 3 Real Estate Cycles

Income Property = Office, Retail, Apartment and Hotel

1992-2000: 24%
2001-2008: 34%
2009-Present: 48%

Walkable Urban Places – DC
Toward a Self-Employed Economy

SELF EMPLOYED, PRIVATE & GOVERNMENT

Figure 1

Calculated from Bureau of Economic Analysis Data

Proprietors
Private Wage and Salary
Government Wage and Salary

@ilanapreuss
Maker Movement

@ilanapreuss
• Small-scale
• Average 20 or fewer employees
• National & international market
• Locally sourced
• Higher wages
More Avenues for Sales

@ilanapreuss
People, Economy, & Local – Real estate asset

Photo credits: Forest City; SFMade; Greenpoint Manufacturing & Design

@ilanapreuss
Who are these businesses?
Makerspace – 3,000-35,000 sqft

Photo Credit: Recast City

@ilanapreuss
Craft through Production at scale – 500 - 20,000 sqft
Demographic Changes

Small Production growing and redefining modern manufacturing

New real estate models

Need to adapt quickly
Industrial Mixed-Use Real Estate Products
Alexa Arena
Forest City Enterprises

Pier 70, San Francisco, CA

Source: Pier70sf.com
Adam Thies
Indiana University

Circle City Industrial Complex, Indianapolis, IN
Greening Industrial Property, Vancouver, Canada
Increase value in surrounding properties and later development phases

Promote locally owned businesses

Draw people (& spending) to the neighborhood

Retain diverse job base
How can these projects be replicated?

What major hurdles do they face?

Can we measure the public and private benefits of this development type?

Opportunities and Challenges
ILANA PREUSS
Founder
ilana@recastcity.com

Recast City
www.recastcity.com

@ilanapreuss