



# Not Your Grandfather's Warehouse District

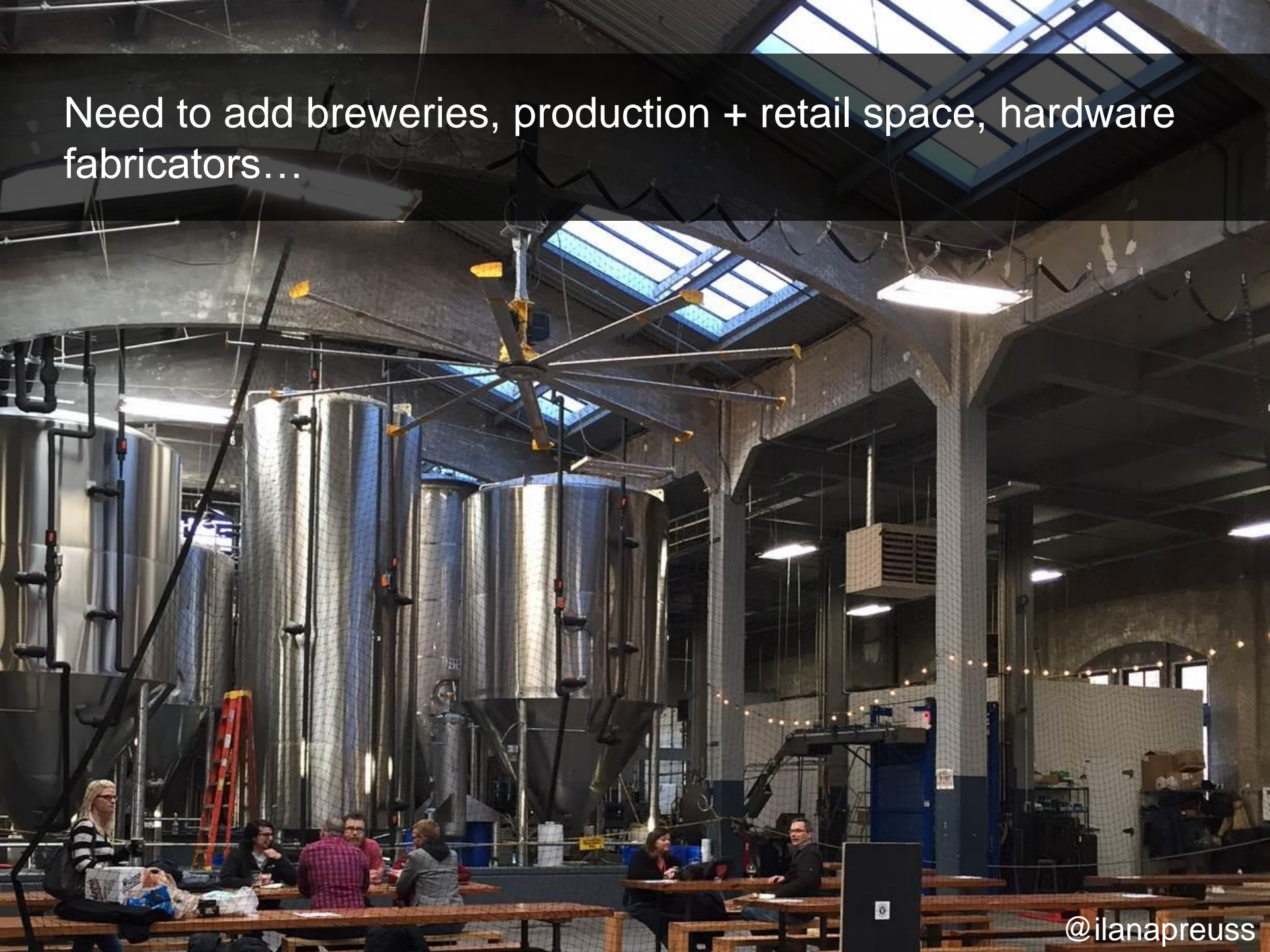
ULI Fall Meeting 2015

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Founder  
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Rise in modern manufacturing – new definition

Need to add breweries, production + retail space, hardware fabricators...







ROBIN EGG

- ~~Liz Save the Date~~
- Geo-bridesmaid
- Geo-birthday
- Geo-TY
- Geo-congrats
- Geo-baby
- Geo-couple

80x2=160

65

225

GREY

- geo-baby (pink)
- geo-bday (pink)
- geo-baby (blue)
- geo-bday (blue)
- geo-TY (blue)
- geo-congrats (blue)
- geo-couple (blue)

YELLOW

- geo-bday (b)
- geo-baby (p)
- geo-bday (b)
- geo-TY (b)
- geo-congrats (b)
- geo-couple (b)
- geo-baby (b)

BLACK

- panda
- forest
- at truck

70% of manufacturing businesses have fewer than 20 employees



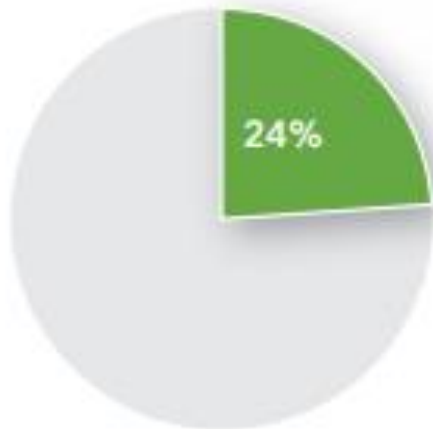


Maker industries & manufacturing  
are key pieces to reposition  
older districts

# Share of Income Property in WalkUPs Over the Last 3 Real Estate Cycles

Income Property = Office, Retail, Apartment and Hotel

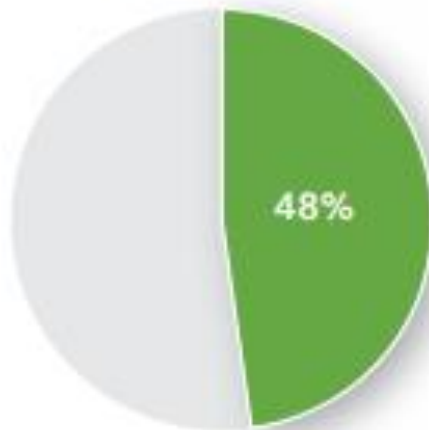
1992-2000



2001-2008



2009-Present



Walkable Urban Places – DC

# Toward a Self-Employed Economy

## US Employment Growth: 2000-2011 SELF EMPLOYED, PRIVATE & GOVERNMENT

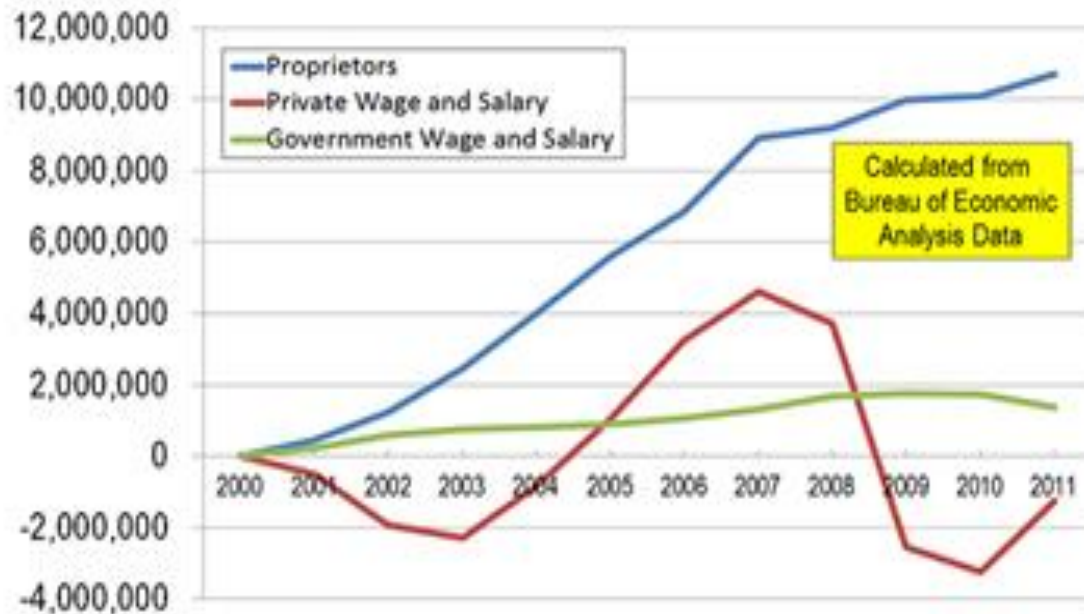


Figure 1





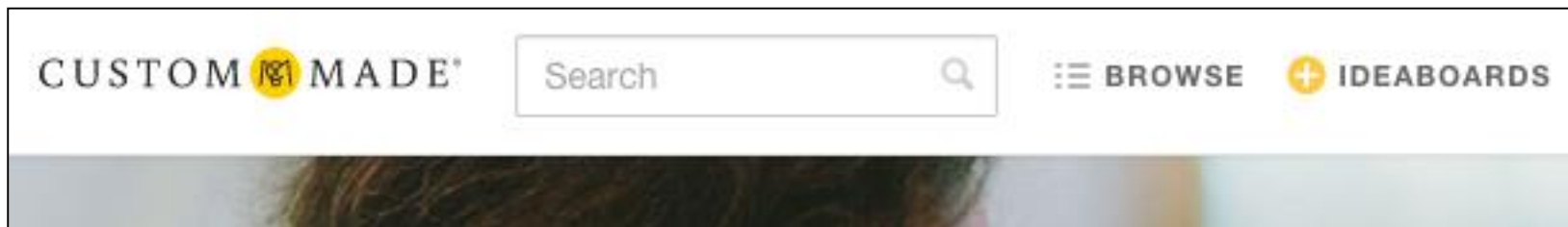
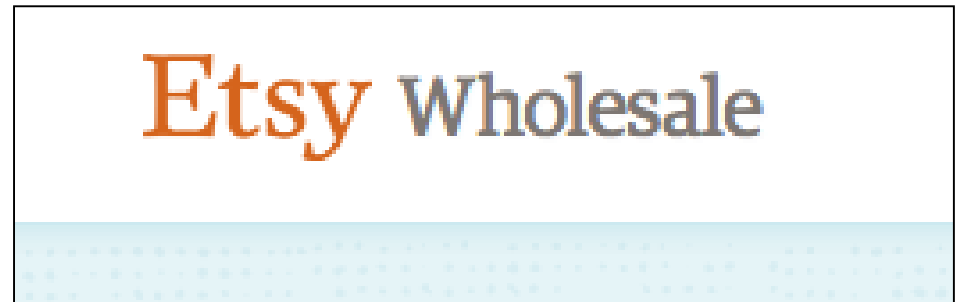
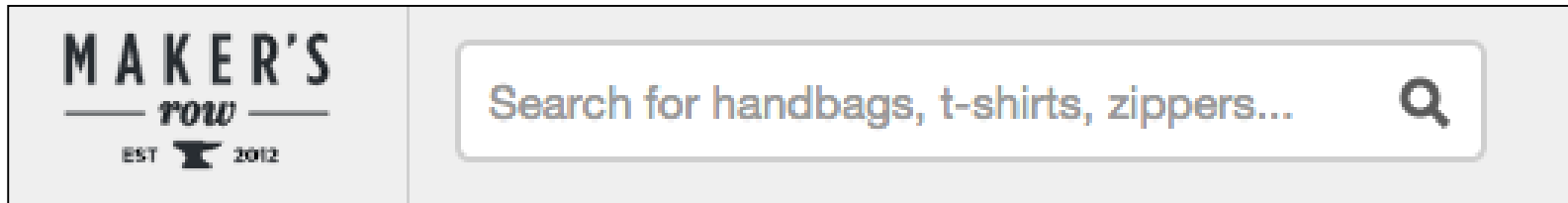
Maker Movement

@ilanapreuss



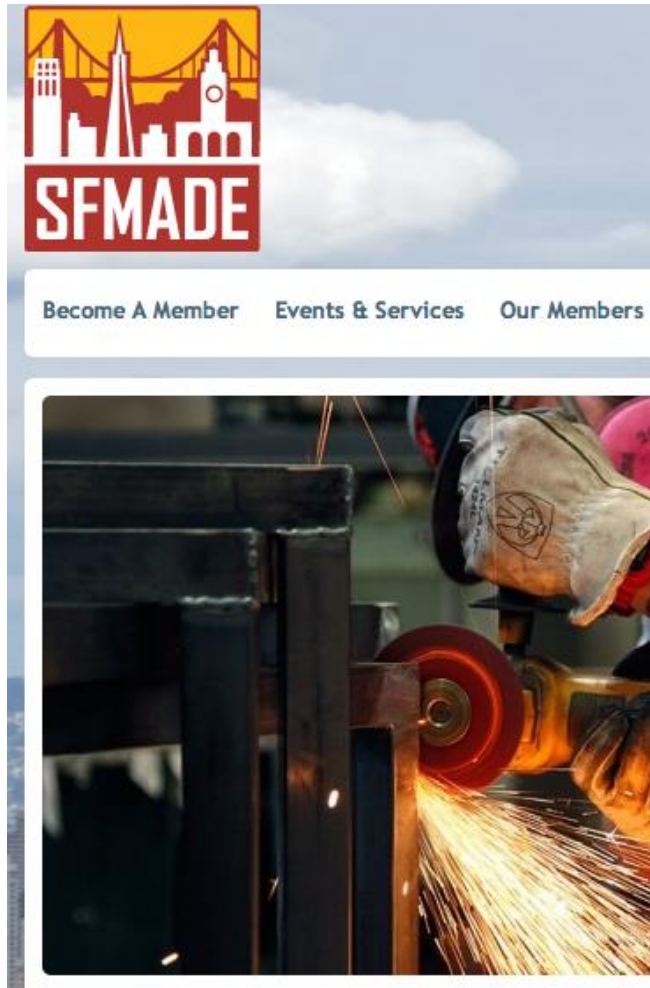
- Small-scale
- Average 20 or fewer employees
- National & international market
- Locally sourced
- Higher wages

Production is Changing



More Avenues for Sales





People, Economy, & Local – Real estate asset

Who are these businesses?





Makerspace – 3,000-35,000 sqft





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

Changing Market

# Industrial Mixed-Use Real Estate Products



# Alexa Arena Forest City Enterprises



Pier 70, San Francisco, CA

# Adam Thies Indiana University



Circle City Industrial Complex, Indianapolis, IN



# Juvarya Veltkamp Vancouver Economic Commision



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?

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**Reinvent | Reposition | Revitalize**