

The perceived social and economic impacts of brewpubs in neighborhoods of the Greater Cincinnati region.

by

Morgan Nicole Dunay

B.S., University of Kentucky, 2017

A REPORT

submitted in partial fulfillment of the requirements for the degree

MASTER OF REGIONAL & COMMUNITY PLANNING

Department of Landscape Architecture, Regional & Community Planning
College of Architecture, Planning & Design

KANSAS STATE UNIVERSITY
Manhattan, Kansas

2020

Approved by:

Major Professor
Huston Gibson, Ph.D.

Copyright

© Morgan Dunay 2020.

Abstract

As communities continue to grow and change, planners are tasked with finding ideas, solutions, and innovation to support renewal, social equity, and economic sustainability. Today Breweries are being hailed as a catalyst for economic development and urban renewal through their efforts in revitalizing large industrial buildings and being community gathering spaces. With investigation of community and economic change in urban neighborhoods through the lenses of breweries, we can learn how breweries have impacted the neighborhoods surrounding them. This pilot study examines the current conditions and perceptions of community members of three neighborhoods in the Greater Cincinnati Region to examine if there is a positive perception of brewpubs within urban neighborhoods.

Table of Contents

List of Figures	vii
List of Tables	x
Acknowledgements	xi
Chapter 1 - Introduction	1
Research Question	2
The Greater Cincinnati Region	3
Overview	3
Brewery Industry	3
Historic	3
Current	4
Chapter 2 - Literature Review of Brewery Impacts on Communities	5
Brewery Industry	5
Community Capitals	6
Social Capital	8
Financial Capital	9
Cultural Capital	9
Localism	9
Place Identity	10
Surrounding Breweries	11
Tourism	12
Nightlife	12
Clusters	13
Economic Sustainability	13
Economic Development	14
Financial Capital	15
Growth Machine	15
Private Investment	16
Gentrification	17
Chapter 3 - Methodology	21

Background Information.....	22
Current Conditions.....	24
Neighborhood Perception	25
Data Collected.....	28
Chapter 4 - Neighborhood Background.....	29
Neighborhood Overview.....	29
Mutter Gotter/Old Town.....	30
Overview.....	30
Brewpub(s).....	30
Historic Change	31
Social.....	31
Economic	34
Current Conditions.....	37
Social.....	38
Economic	39
Community Initiatives	41
Over-the-Rhine	45
Overview.....	45
Brewpub(s).....	46
Historic Change	48
Social.....	48
Economic	51
Current Conditions.....	54
Social.....	55
Community Initiatives	58
Oakley.....	62
Overview.....	62
Brewpub(s).....	63
Historic Change	63
Social.....	63
Economic	67

Current Conditions.....	69
Social.....	69
Economic	71
Community Initiatives	73
Chapter 5 - Study Findings.....	75
Overview.....	75
Residents.....	78
Business Owner	79
Mutter Gotter/Old Town.....	80
Residents	82
Over-the-Rhine	83
Residents.....	85
Business Owners.....	86
Oakley.....	87
Residents.....	89
Chapter 6 - Limitations	91
Chapter 7 - Future Research	92
Chapter 8 - Conclusions and Final Thoughts.....	93
Bibliography	96
Appendix A - Survey	102
Appendix B - IRB Approval.....	103

List of Figures

Figure 1: Site Location Map (“ArcGIS - Neighborhoods of Covington, Kentucky,” n.d.; “GIS DOWNLOAD,” n.d.).....	22
Figure 2: Site Location Map (“ArcGIS - Neighborhoods of Covington, Kentucky,” n.d.; “GIS DOWNLOAD,” n.d.).....	29
Figure 3: Mutter Gotter/Old Town Site Location Map (“ArcGIS - Neighborhoods of Covington, Kentucky,” n.d.; “GIS DOWNLOAD,” n.d.).....	30
Figure 4: Mutter Gotter/Old Town Average Household Income from 2000-2017 (Bureau, 2017).....	32
Figure 5: Mutter Gotter/Old Town Average Household Income from 2000-2017 (Bureau, 2017).....	32
Figure 6: Mutter Gotter/Old Town Ethnic Groups (Bureau, 2017).....	33
Figure 7: Mutter Gotter/Old Town Mean Age (Bureau, 2017).....	34
Figure 8: Mutter Gotter/Old Town Average Renter Percentage (Bureau, 2017).....	35
Figure 9: Mutter Gotter/Old Town Median Property Value (Bureau, n.d.).....	36
Figure 10: Mutter Gotter/Old Town Vacancy Percentage (Bureau, 2017).....	37
Figure 11: Mutter Gotter/Old Town Mean Age (Bureau, 2017; TIGER/Line® Shapefiles, 2017).....	38
Figure 12: Mutter Gotter/Old Town Household Size and Household Income (Bureau, 2017; TIGER/Line® Shapefiles, 2017).....	39
Figure 13: Mutter Gotter/Old Town Renter Percentage and Property Value (Bureau, 2017; TIGER/Line® Shapefiles, 2017).....	40
Figure 14: Mutter Gotter/Old Town Vacancy Percentage (Bureau, 2017; TIGER/Line® Shapefiles, 2017).....	41
Figure 15: Over-the-Rhine Neighborhood Location Map (Cincinnati Open Data Portal Open Data, n.d.).....	46
Figure 16: Over-the-Rhine Average Household Income from 2000-2017 (Bureau, 2017).....	48
Figure 17: Over-the-Rhine Average Household Size from 2000-2017 (Bureau, 2017).....	49
Figure 18: Over-the-Rhine Ethnic Groups from 2000-2017 (Bureau, 2017).....	50
Figure 19: Over-the-Rhine Mean Age from 2000-2017 (Bureau, 2017).....	51

Figure 20: Over-the-Rhine Rent Percentage from 2000-2017 (Bureau, 2017)	52
Figure 21: Over-the-Rhine Property Value from 2000-2017 (Bureau, 2017)	53
Figure 22: Over-the-Rhine Vacancy Percentage from 2000-2017 (Bureau, 2017)	54
Figure 23: Over-the-Rhine Mean Age (Bureau, 2017; TIGER/Line® Shapefiles, 2017).....	55
Figure 24: Over-the-Rhine Household Income and Household Size (Bureau, 2017; TIGER/Line® Shapefiles, 2017)	56
Figure 25: Over-the-Rhine Property Value and Renter Percentage (Bureau, 2017; TIGER/Line® Shapefiles, 2017).....	57
Figure 26: Over-the-Rhine Vacancy Percentage (Bureau, 2017; TIGER/Line® Shapefiles, 2017)	58
Figure 27: Oakley Neighborhood Location Map (Cincinnati Open Data Portal Open Data, n.d.)	62
Figure 28: Oakley Mean Age from 2010-2017 (Bureau, 2017)	64
Figure 29: Oakley Ethnic Groups from 2010-2017 (Bureau, 2017).....	64
Figure 30: Oakley Average Household Size from 2010-2017 (Bureau, n.d.)	65
Figure 31: Oakley Average Household Income from 2010-2017 (Bureau, 2017)	66
Figure 32: Oakley Renter Percentage from 2010-2017 (Bureau, 2017).....	67
Figure 33: Oakley Property Value from 2010-2017 (Bureau, 2017).....	68
Figure 34: Oakley Vacancy Percentage from 2010-2017 (Bureau, 2017).....	68
Figure 35: Oakley Mean Age (Bureau, 2017; TIGER/Line® Shapefiles, 2017)	70
Figure 36: Oakley Household Income and Household Size (Bureau, 2017; TIGER/Line® Shapefiles, 2017).....	71
Figure 37: Oakley Property Value and Renter Percentage (Bureau, 2017; TIGER/Line® Shapefiles, 2017).....	72
Figure 38: Oakley Vacancy Percentage (Bureau, 2017; TIGER/Line® Shapefiles, 2017).....	73
Figure 39: Survey Respondents	75
Figure 40: Respondents Frequency of Visiting a Brewpub	76
Figure 41: Cumulative Results.....	77
Figure 42: Cumulative Written Comments on Surveys.....	78
Figure 43: Cumulative Residents Responses	79
Figure 44: Cumulative Business Owners Responses.....	80

Figure 45: Mutter Gotter/Old Town Participants.....	80
Figure 46: Mutter Gotter/Old Town Cumulative Responses	81
Figure 47: Mutter Gotter/Old Town Cumulative Written Responses.....	82
Figure 48: Mutter Gotter/Old Town Resident Responses.....	83
Figure 49: Over-the-Rhine Participants	84
Figure 50: Over-the-Rhine Cumulative Responses	84
Figure 51: Over-the-Rhine Cumulative Written Responses	85
Figure 52: Over-the-Rhine Resident Responses	86
Figure 53: Over-the-Rhine Business Owners Responses	87
Figure 54: Oakley Participants.....	87
Figure 55: Oakley Cumulative Responses	88
Figure 56: Oakley Written Responses	89
Figure 57: Oakley Resident Responses.....	90

List of Tables

Table 1 Community Capitals Framework (Flora et al., 2016).....	7
Table 2 Community Plans for the Mutter Gotter/Old Town Neighborhood (City of Covington, KY > Residents > Neighborhoods, n.d.; Renaissance Covington, n.d.; The City of Covington, Kentucky—Official Government Website, n.d.)	42
Table 3 Over-the-Rhine Neighborhood Plans (OTR Chamber of Commerce, n.d.; Plan Cincinnati, n.d., OTR Brewery District Cincinnati, OH, n.d.).....	59

Acknowledgements

There are several people I would like to thank for their assistance, support, and guidance throughout this process. I want to start with the residence of Cincinnati for participating in the survey and taking the time to take the survey. Next, I would like to thank my committee member Huston Gibson, Ph.D., Anne Beamish, Ph.D., and Spencer Wood, Ph.D. Without your kind words, support, and guidance throughout this process, this would not have been possible. To Stephanie Rolley for helping me balance and prioritize work throughout this, some might say impossible task.

To my parents, I would not be where I am without you. My mom, you are my rock and my calm in the storm. My dad, you are and will always be a sounding board and silent cheerleader. This process has not been easy, and I would have never made it through this without you.

To my classmates, thank you for the late nights' constant support and laughter. I am blessed to be surrounded by each of you and cannot wait to see what the future brings.

Chapter 1 - Introduction

Urban revitalization is a hot topic today in planning. This concept is founded by the idea that our communities may be in a downward spiral and need re-envision to success and support regrowth. In urban areas, these projects come in many forms, whether they are envisioned through main street revitalization, community development projects, and some may argue anchor stores. These projects each have their own goals and ideas about how to be achieved. One of these ideas is the brewery culture. This current trend of using breweries as anchor systems that spearhead revitalization is focused on for this report.

Some situations have shown that craft breweries are start-up investors and responsible for domino effects of investments that help revive a neighborhood. In other situations, they are part of the more extensive reinvestment process and come in during the process (Reid, 2018). While the revitalization process occurs, breweries may become uninterested in areas that have been revitalized, and real estate property value is rising. This is good news for areas that are in the beginning stages of the revitalization process, as breweries can be attracted to an area where the prices are low. They have the opportunity to invest in these types of neighborhoods (Reid, 2018). Overall, cities have begun and continue to recognize the impact of craft breweries and are making efforts to adjust codes to allow for the establishment of this industry. With this said, we do not fully understand the full impact of breweries has on neighborhoods. These ideas still need to be examined and identified so that we can best utilize this industry in our favor (Barajas et al., 2018).

This report will begin with some basic definitions and the aspect of the brewery market that will be focused. The craft beer market is composed of the microbrewery, brewpub, contract brewing company, regional craft brewery, regional brewery, and a large brewery.

- A microbrewery is a brewery that produces less than 15,000 barrels of beer per year with 75 percent or more of its beer sold off-site.
- A brewpub is a restaurant-brewery that sells 25 percent or more of its beer on-site. The beer is brewed primarily for sale in the restaurant and bar.
- A contract brewing company is a business that hires another brewery to produce its beer.
- A regional craft brewery is an independent regional brewery with most of the volume in “traditional” or “innovative” beer(s).
- A regional brewery is a brewery with an annual beer production of between 15,000 and 6,000,000 barrels.
- A large brewery is a brewery with an annual beer production of over 6,000,000 barrels (*Craft Beer Industry Market Segments*, 2018).

Understanding these different aspects and terminology of the craft brewing industry can frame what kinds of marketing segments will be discussed throughout and will define the different aspects of the industry. Within this report, brewpubs will be the focus due to the social and localism factors involved in the business itself.

Research Question

Do the community members perceive Brewpubs as having a positive impact on the neighborhood? Do brewpubs have a positive economic and social impact on neighborhood development in urban neighborhoods in the Greater Cincinnati Region?

The Greater Cincinnati Region

Overview

Established in 1788, Cincinnati was initially established as a shipping and transportation hub that connected the eastern United States to the western expansion along the Ohio River. Cincinnati was known for being a significant meatpacking center and was nicknamed Porkopolis for this fact. This influence was due to the massive amounts of German and Irish immigrants that moved to the area. By 1890, Cincinnati was an important industrial, political, literary, and educational center in both Ohio and the United States. After World War I and the Great Depression, the city did not have the same influence (*Cincinnati, Ohio - Ohio History Central*, n.d.).

The Greater Cincinnati Region is comprised of three states, Ohio, Kentucky, and Indiana, and a population of 2.19 million as of 2018, (*Cincinnati, OH-KY-IN | Data USA*, n.d.). Today the region is home to four major universities, Xavier University, University of Cincinnati, Northern Kentucky University, and Miami University-Oxford; and home to major industries such as Procter & Gamble, Kroger, Cinergy, and Macy's inc (*Cincinnati, OH-KY-IN | Data USA*, n.d.).

Brewery Industry

Historic

Due to the influence of German heritage on the Greater Cincinnati Region, brewing became a primary industry with the region. By 1850 30,758 of the 115,435 population were comprised of German Immigrants. This was especially true of the Over-the-Rhine neighborhood, where a vast majority of Germans settled. The neighborhood which took on a "German" character served as a central brewing district. While English settlers had established breweries

prior, the introduction of lager beer in the 1830s increased the number of breweries from 8 in 1840 to 36 by 1860 (*OTR Brewery District | Cincinnati, OH*, n.d.). Between the years 1863 and 1883, the export of beer from Cincinnati tripled and was being sold in all major cities and as far as the Rocky Mountains. This increase was also seen in the overall output of beer when it increased from 354,000 barrels in 1870 to 656,000 barrels in 1880 and eventually to 1,115,000 barrels in 1890. This increase in production and, ultimately, consumption, while positive for the overall economy of the area, did not fare well with the social environment within the region. The district was once a vibrant German tightknit community had changed by the late 1800s, with wealthy citizens moving outwards and the area becoming dense and polluted by industry the neighborhood changed. The final blow the historic brewing district was Prohibition Amendment to the United States Constitution. Beer was the center of culture and identity within the Over-the-Rhine district, and with the establishment of Prohibition, the region changed and ceased to be what it once was (Morgan, 2010).

Current

Today there are 63 breweries exist within the Greater Cincinnati Region (*Here's A Complete List of Cincinnati Breweries*, 2017). With this number of breweries in the region, Cincinnati is ranked among the top cities in the nation for the most craft breweries per capita (Staff, 2019). This distinction, along with the work and history occurring in the Over-the-Rhine district, has helped support a range of festivals and events surrounding the brewing industry in the region.

Chapter 2 - Literature Review of Brewery Impacts on Communities

Each person is part of a community or neighborhood. Within these neighborhoods, we are systematically connected, whether that be through commercial business, community engagement, or just visiting. As we examine these systems, we should be aware of how something small may impact a more extensive network. Within this Literature Review, breweries, and to a further extent, brewpubs are examined as a potential impact on these systems. This report will breakdown the definition and historical counts of the craft beer market, community capitals that make up the communities, localism in terms of place identity, tourism considerations, and economic drivers and sustainability models.

Brewery Industry

Throughout American history, we have seen a drastic change and influx of breweries, microbreweries, and brewpubs from 1994 to today. Currently, we see that this industry is on a dramatic hike in number in comparison to historical counts. Today we see a +10.3% increase in brewpubs across the United States (*Historical U.S. Brewery Count*, 2018). With the increase in the number of breweries rising, understanding what

The kinds of economic and social changes that occur in conjunction with the industry are crucial to understanding how to capitalize on the changes occurring.

According to the Brewers Association, the craft beer market has added 5,000 jobs on the national scale annually. This trend is continuing to grow alongside craft distilleries and wineries. While the consumption of beer declined by 2% in 2013, the production of craft beer grew 18%. The craft brewing industry is now responsible for 10% of all beer production and is aiming to double that production by 20% by 2020 (*Welcome to Beer Country*, 2018). Fundamentally

brewpubs can become "trailblazers" in gentrifying decaying neighborhoods. While at the beginning of the brewpub movement, many breweries did not have money, but as they continue to develop, they are becoming more polished within their establishment and the community. In many cases, craft brewing can be seen in parallel to local food movements. These movements have the "feel-good" element to the craft sector (*Welcome to Beer Country*, 2018).

As breweries continue to grow and new breweries move into the neighborhood, older breweries share and sell materials and knowledge to the newer brewers. This practice and culture allow for stronger connections and knowledge to be shared between individuals in the industry. The Brewers Association currently knows of 2,000 new craft breweries to be added to the existing 3,200 breweries in business today. While there is a concern that breweries can cause hassles, such as bars do, dealing with alcohol consumption. Consumption at craft breweries is considered tampered, and in some cases like Montana, taprooms have drink limits and early closing times. Another concern dealing with breweries is the impact on wastewater treatment facilities and other infrastructure elements (*Welcome to Beer Country*, 2018).

Community Capitals

To begin to examine how brewpubs impact urban neighborhoods, a framework to examine the different aspects of the neighborhood and community make-up. These different frameworks or "community capitals" for this report include social, financial, and political capital. These capitals are taken from the Rural Community Capital's book. These capitals look at the complex issues that arise in the diverse communities that we live. Table 1 breaks down each community capital. The capitals serve as a framework to examine how communities operate and

succeed within their strengths (Flora et al., 2016). For this study, the social capital, financial capital, and political capital will be a focus.

Table 1 Community Capitals Framework (Flora et al., 2016)

<i>Type</i>	<i>Definition</i>	<i>Example</i>
Natural	The quality and quantity of natural and environmental resources existing in a community	Parks, water bodies, forests, etc.
Cultural	The values, norms, beliefs, and traditions that people inherit from the family, school, and community. It also includes material goods produced at a specific time and place (such as paintings, books) that have historical or cultural significance.	Cultural events, libraries, museums
Human	Attributes of individuals that provide them with the ability to earn a living, strengthen community, and otherwise contribute to community organizations, to their families, and self-improvement.	Education, training programs, leadership programs
Social	Connections existing among people and organizations that help make things happen in the community. Includes close ties that build community bonding as well as weaker ties with	Community involvement, discussions, events, parades

local and outside people and organizations that help promote broad-based action on critical matters.

Political	The ability to influence and enforce rules, regulations, and standards. Access to individuals and groups with the power to influence decisions. Participating in civic discourse on difficult public issues.	Government official, political organizers, citizen participation
Financial	The variety of financial resources available to invest in local projects or economic development initiatives. Efforts to build wealth to support community development activities.	Community foundations, grants, loans, banks
Built	Represents the infrastructure of the community – the basic set of facilities, services, and physical structures needed by a community.	Cable, utilities, water/sewer systems, hospitals, housing

Social Capital

Social Capital is when the community focuses on trust, reciprocity, groups, collective identity, working together, and a sense of shared future. Social capital bonding includes interaction with a specific group of community and bridging interactions between different social groups (Flora et al., 2016). Regarding brewpubs, social capital will examine the different demographics and social groups that interact with and do not interact with the brewpubs. It will also include examining how these social groups change within the neighborhood.

Financial Capital

Financial Capital involves saving, generating income, fees, loans and credits, gifts and philanthropy, and tax exemptions. In regards to the community financial capital, it is assessed by changes in poverty, firm efficiency, diversity of firms, and local people's increased assets (Flora et al., 2016). Brewpub impacts will examine how different brewpubs operate and how the local assets change around the surrounding neighborhood,

Cultural Capital

Cultural capital is when the community can turn the different identities or cultural norms of the community into value, such as tourism efforts. Cultural capital also ensures that the identity of the community is protected (Flora et al., 2016). Brewpubs interact with cultural capital to help with establishing individuality and historical aspects of the brewing process are maintained.

Localism

Economic localism focuses on the emphasis of local production efforts to meet local needs in the community and economic development that occurs locally (Imbroscio, 2003). Local brewing operation is crucial to the importance of the neolocal desires of the communities. This idea drives the support of local businesses and, by extension, craft brewing. Today, Americans are seeking unique places that differentiate themselves from the mass production ideas that have

been a trend in history. These unique places are often sought and attract local attachments as a reaction to the new American bonds of community and family. Individuals have argued that the industries growing market is driven by the ideas of small-scale, locally-owned breweries (Reid, 2018). Throughout this section, place identity and surrounding breweries will be discussed as aspects of the brewery movement.

Place Identity

The owners of the Sioux Falls Brewing Company states on their web page that, "In every community, there is one establishment that reflects the personality of its people; a place where the beer and the food and the conversation have a distinct local flavor (Schnell & Reese, 2003)." This idea flows through many different brewpubs and their desire to create one-of-a-kind social settings and a sense of place for their customers. This desire for attachment to local establishments and environments have driven the microbrewery revolution and fosters neolocal. Place attachment is often strengthened by storytelling, something that is often used during the making and creating of local establishments, beer, and experiences within the brewing industry (Schnell & Reese, 2003).

While individual identity has shown to be a vital part of the brewery experience, some business-oriented operators are looking to develop chains, like Rock Bottom Restaurant. While this has been a presence in the industry, many operators feel that this could remove the appeal of the business itself. Conversations with local patrons have further confirmed this notion of "city pride" or local pride. This appeal of local culture dealing with the microbrewing movement may become redundant and unremarkable as the trends are very similar across the board.

If the beer market wants to become a cultural industry and succeed, they must become authentic and have an original creative voice (Carroll & Swaminathan, 2000). Authenticity, created by the unique experience, occurs many times for breweries occur by preserving historical building and districts and encourage development in these areas for cultural identity (Zukin, 1987). This aesthetic appearance is essential for setting the "authenticity of the place." The breweries that have grown within their respective communities can create a strong sense of authenticity (Zukin, 1987).

Surrounding Breweries

Many time breweries develop in clusters in space. The number and the unique configuration of these breweries play a role in developing neighborhood development (Reid, 2018). These "shocks" of the industry may increase growth. While we can identify the clusters and placement within the cities, they can be hard to measure the evolution of the cities. These shocks can contribute to some initial growth in the cities after they occur. While they occur, they may only represent a portion of the reasons behind the growth of the surrounding communities (Wachter & Zeuli, 2013).

Many times, breweries cluster and develop around each other as a support system. The "artisan" nature of this industry makes for a unique industry trait. However, with the benefits of clustering the beer-related elements, cities can associate and develop a community of their own (Nilsson et al., 2018).

Tourism

Tourism plays a vital role in the economic development processes. Tourism allows individuals to see firsthand how cities work, how industries work, and how people operate, and different scales. By incorporating new creative development strategies, like breweries or brewpubs, they can enhance and take advantage of the production of cultural icons and creative activities (Richards & Wilson, 2006). Recently creativity has been thought of as enhancing the culture of urban revitalization and regeneration (Richards & Wilson, 2006). Breweries and brewpubs can be used as creative and social tourism aspects to develop and continue to help tourism efforts in developing neighborhoods. In this section, discussion on nightlife and clusters can impact how communities' approach and continue to grow and develop a local identity.

Nightlife

Entertainment zones or concentrated nightlife districts occur in previously underutilized retail corridors or waterfronts that have been left behind by development. These zones have typically been ignored by planners historically. Due to the location of Entertainment zones being near downtown districts, they are accessible to downtown residents and workers. These districts are ideal for nightlife and usually integrate well with other users in the district. Since these districts are usually in an older building that has been reused and maintain historical characteristics. These districts allow flexibility and dynamic capacity for change that do not occur under rigid frameworks (Campo & Ryan, 2008). These districts, much like brewery clusters can become unique and culturally significant areas within the urban context.

Clusters

Due to the artisan nature of the brewery industry, clustering of the breweries and brewpubs can allow consumers to use this industry as a tourism tool allowing them to visit various breweries with different methodologies (Nilsson et al., 2018). This is like art markets and other cultural tourism tools used in other industries. These districts attract attention to the brewery industry and can lead to an economic development strategy within the community (Stern & Seifert, 2010).

The clustering of breweries is a segment of the industry that is continuously recognized within regions dealing with attracting tourists who want to visit breweries and brewpubs. In addition to the tourism aspect, this tool also acts as collaborative efforts between different craft breweries. With most communities and cities reestablishing zoning ordinances to allow for clustering and growth of the industry, planners are beginning to work with breweries to develop within mixed-use developments. This system is also allowing the communities to develop brewery districts. These districts can develop reputations and identities for locals and visitors alike (Nilsson et al., 2018).

Economic Sustainability

To reach economic stability or sustainability, communities strive to stabilize and develop a sustainable district. This section will discuss economic development, financial capital, and the growth machine. Economic development will discuss opportunities and interventions policymakers place and encourage within economic development plans. Financial capital will discuss the financial make-up of low-income communities and what that means for the community. The growth machine will discuss the projections and ideas needed to grow and

continue to grow the community. Finally, private investment will discuss how private money can change economic stability within the more extensive system.

Economic Development

Urban areas face economic challenges daily; these challenges have increased in scope and ideation recently. While these challenges are present, cities can provide opportunities for growth and value. The exchange between the challenges and opportunities provide an opportunity for policymakers and researcher to think about different aspects needed for growth. With that stated, traditional approaches present difficulties related to the capacities to counterbalance the interests and expectations of the stakeholders who are partaking in the co-creation process. Urban planning analyzed systematic components of urban areas with decision-making processes that backed integrated, effective, efficient, and sustainable management (Fotino et al., 2018).

Today many communities are facing struggles to adapt and maintain their environmental, economic, and social well-being that is held down by fascial constraints, concerns about energy prices, demographic shifts, and climate impacts (Coyle, 2011).

While some economic development planning is struggling to identify and establish sustainable economic initiatives, we see craft breweries and how they are being incorporated into downtown districts to strengthen the economic quality of the district.

Craft breweries in Pennsylvania are growing and are creating an impact on the cultural landscape in the region. With the reinvention of the urban landscape and the preservation of the cultural heritage, 156 breweries were studied alongside their pre-existing buildings. Some of these buildings were historically preserved, and others were unique and created distinct

characteristics of their establishments and local communities. With 1/3 of the breweries in Pennsylvania being established and supporting revitalization programs, they have supported local downtowns, strengthened communities, and avoided cookie-cutter development (Feeney, 2017). While breweries are only a portion of the economic development plan, they can serve as catalysts for the economic development plans regarding stabilization and revitalization.

Financial Capital

Financial capital looks at employment rates, assets, and income value of neighborhood residents. In lower-income neighborhoods, residents suffer from job loss from decreased earnings and employment rates. A factor to consider in the health of a neighborhood would be the proportion of residents working in or near the neighborhood. Local working could have a positive impact on the quality of life and social capital. The impacts of working locally would be decreasing commuting and the development of local employment networks (Immergluck, 2008). Developing these kinds of principles when determining different economic stability factors can influence the continued success and sustainability of a community. These principles can be applied when looking at breweries and their location to residents, as well as their company policies when thinking about community impacts.

Growth Machine

Within the United States, cities and towns have typically welcomed capital investment without consideration of social or fiscal costs. With this stated, tensions generated by growing concentration of capital, communities are have realized that the cost of participating in such investments has increased. Local communities have begun to resist the usual growth agenda and

are trying to substitute other local goals. With the changes in goals, capital is responding to efforts to partake in local governments by activating with governing officials and directly participating in the property development business (Molotch & Logan, 1984).

The conditions of the community life directly correspond with the social, economic, and political forces embodied in the growth machine for the community. The growth relevance is tied to the interest of the various social groups, especially unemployment (Molotch, 1976).

Private Investment

While city planners must consider the overall social welfare of the implications of redevelopment, the private sector can become more successful regarding the beneficiary aspects of redevelopment efforts. In an ideal world with no capital constraints and fully internalized cost or benefits, the private market can provide an adequate level of entrepreneurship with unique benefits and social optimum. With that stated, these conditions are unlikely to be met in a decaying urban area. This information impacts both the business owner and their banker (Weiler, 2000).

The establishment of a new urban district with effects on civic cohesion and tourist visits is a benefit to the private investor. This, in combination with income through local service and trade industry and property values, can expand new business districts to build up central-city employment. While the financial side of private investments would be very beneficial to the individual, there are also considerable social benefits. These kinds of benefits need to be taken into consideration when community members begin to examine and process redevelopment and improvement districts (Weiler, 2000).

With these possibilities stated, private partners may be reluctant to make these location choices despite overall benefits. Regarding craft breweries, the considerable up-front cost could limit information and capital constraints. Capital constraints may be considerable for precisely those who are the most creative and promising new industry. At the same time, these costs for improvements may be difficult to understand the value to the community and the people in part of a longer-lasting benefit (Weiler, 2000).

While there is a considerable amount of excitement for various creative and cultural economic benefits, knowledge of what is working within each community revitalization lacks explicit knowledge. In guiding the cultural development, examination, and clarification of impacts, risks, and the opportunity cost of various strategies and investments, so that communities and government officials avoid dimensioning creative opportunities (Markusen & Gadwa, 2010). This knowledge base is essential for private investors and researchers to understand and have clear impacts and risks available to them as they approach a new project.

Gentrification

As communities develop and revitalization efforts occur, neighborhoods change. In many cases, gentrification, the change of socially marginal and working-class to middle-class (Zukin, 1987), occurred in these areas. Gentrification is a crucial aspect of the development of the entertainment district. These patterns are associated with "Yuppies" or the relative youth, highly educated, absence of children, and high disposable income (Zukin, 1987).

As we examine brewpubs, first examining how urban gentrification and neighborhood gentrifications occurs and impacts the surroundings can influence and inform how brewpubs

have an impact and on who. This section will discuss urban gentrification and neighborhood revitalization and how these are affected.

The conversion of socially marginal and working-class areas of the central city to middle-class residential use began in the 1960s. This pattern began to reflect a movement that today we call gentrification. The movement was created by the private-market investment capital into the downtown districts of major urban centers. At the time, gentrification was observed as architectural restoration of deteriorating housing and clustering of new cultural amenities. These aesthetic changes were a result of the shift in corporate investments and the expansion of the urban service economy. With a cumulation of 10 years, research suggests that geographic reshuffling along with the neighborhoods and metropolitan areas rather than the initial hypothesis of consequences for reversing trends of suburbanization and inner-city decline (Zukin, 1987).

The theoretical problem concerning the revitalization of historic preservation is to develop a new urban middle class, gentrification, and displacement, economic rationality of behavior, and economic restructuring of the central city. To understand gentrification benefits from the economic paradigm, use by considering production, consumption, and social reproduction of the urban middle class. Mutual validation of urban art and the real estate market shows the importance of the cultural constitution of higher social strata in the advanced economy (Zukin, 1987).

Reviving deteriorating cities has been a continuous goal of urban policy in the United States for the past four decades. These goals included urban renewal to urban enterprise zones. These goals have attempted to attract and retain residents, employment, and tax bases within these urban areas. Unfortunately, distress has intensified and spread the efforts, while ideas and

resources have declined. The controversy and publicity around gentrification reflect upon the importance of concern over the future of older distressed central cities and their poor residents. With an urban decline continues to deepen into distress over the past half-century, despite policies and programs to renew cities. This decline has come to be considered irreversible (Nelson, 1988).

There was a critique about the way that it was being assumed that the benefits of gentrification would 'trickle down' to the lower classes like the housing market. However, despite the academic debate, gentrification leads to displacement, segregation, and social polarization. These ideas are being promoted in policy circles on the assumption that it will lead to less segregation and more sustainable communities. There is still inadequate evidence for this positive gentrification. Despite this new middle class, a desire for diversity and difference tends to lead to self-segregate and far from tolerance. Despite this, it is said that the new policies of social mixing require critical attention concerning the ability to produce an inclusive urban renaissance (Lees, 2008).

The municipal government continues to turn to museums, performing arts centers, arts districts, and other cultural activities to promote and revitalize their cities (Grodach & Loukaitou-Sideris, 2007). Much like performing arts, discussion of breweries, and their role in revitalizing or being part of the revitalization process is being examined. With this stated consideration of overall social and cultural gentrification within the same neighborhoods need and should be examined. We can learn from other systems in which gentrification has occurred on the larger urban scale and apply this to the examination of brewpub and breweries and their role in gentrification dealing with urban revitalization projects.

Chapter 3 - Methodology

This pilot study is comprised of three parts. The background information is derived from demographic data from today back twenty years and observing changes to the social and economic variables in correlation to the establishment of brewpubs, master planning, and other community development projects. The current conditions are demonstrated in a comparison study of the surrounding demographic factors around the brewery to the neighborhood in which the brewery resides. Perception of the community will be performed from a preference study from the community on their perception of brewpub impacts and role within the community.

Brewpubs in the Greater Cincinnati Region were examined. To determine which brewpubs and neighborhoods, the following criteria is met:

- Must have one brewpub present (a microbrewery with a taproom)
- Brewpub must have been established before 2015

Following these criteria, the following neighborhoods and brewpubs were selected. The neighborhoods are Mutter Gotter/ Old Town, West Side, Over-the-Rhine, and Oakley; these neighborhoods and brewpubs can be seen in Figure 1. All these neighborhoods have 1-3 brewpubs present. These neighborhoods also exist in the Greater Cincinnati Region and have different markers regarding neighborhood demographics and physical make-up.

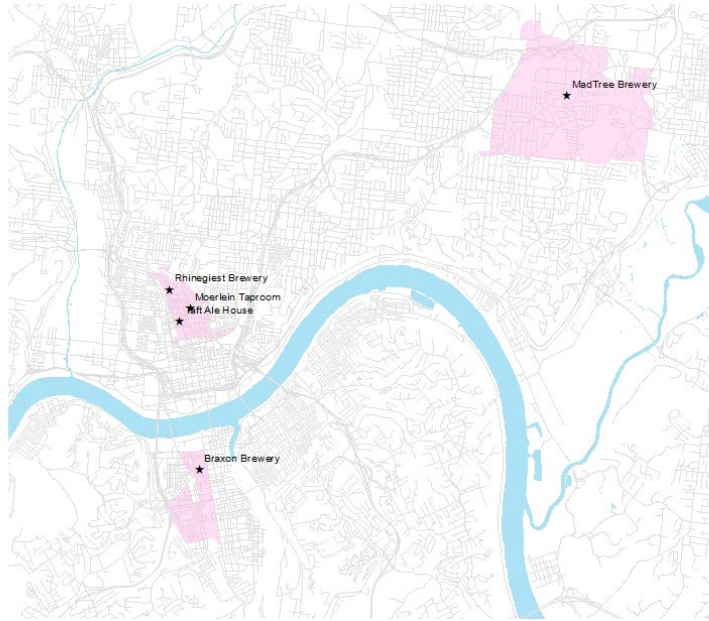


Figure 1: Site Location Map (“ArcGIS - Neighborhoods of Covington, Kentucky,” n.d.; “GIS DOWNLOAD,” n.d.)

Mutter Gotter/Old Town and West Side exist in Covington, Kentucky, and share Braxton Brewing Company. The area near the brewpub is a mixed-use district, while most of the neighborhood is residential. These are the only neighborhoods that will be examined on the Kentucky side of the Greater Cincinnati Region. Over-the-Rhine is located north of the downtown Cincinnati area and is home to the Taft House, Morlien Taproom, and Rhinegeist. The breweries are located throughout the neighborhood. This is a dense urban neighborhood that has experienced many revitalization projects over the years. Oakley is located outside of the Cincinnati Urban Area and is home to Madtree Brewing. This area is primarily residential. This neighborhood is on the outskirts of Cincinnati.

Background Information

A historical study of the neighborhoods provided information of how the neighborhood has changed over the past 17 years. While this information helped provided background

information on the neighborhood and how the neighborhood has changed socially and economically, the data is used to provide background and not to be used for determining the cause of change within the neighborhoods.

The historic observation study examines the following factors over a 20-year range:

- Mean Age
- Income
- Race and Ethnicity
- Property Value

These factors are both social and economic information that indicates how the community and surrounding neighborhoods change throughout time. Graphs and maps are used to show changes that have occurred. The maps are used to show the conditions surrounding the brewery itself in comparison to the surrounding neighborhood.

To develop a neighborhood comparison study, the most recent public information from the American Census Bureau for the census blocks around the brewpubs and the neighborhood. In addition to the census data, recorded historical city planning documents for the city government and neighborhood economic development groups that occurred in the Greater Cincinnati Region and within the neighborhoods themselves.

The historical examination showcases the different changes that occur that are outside of the brewpub establishment and may offer a different aspect of community change than the single establishment of brewpubs. This examination of history gives an understanding of the historical context concerning the neighborhood changes. This understanding helps support or disprove the impact of brewpubs on neighborhood change if more research is conducted.

This information is represented through a series of timeline graphics for each neighborhood observed. This information will show the changes in the demographics concerning the social and economic factors.

Current Conditions

A series of correlation maps of the current social and economic factors of the area around the brewpub versus the neighborhood factors are used. This study looks at the comparison of social demographics such as age, race, income, and family demographics examined from the viewpoint of the areas directly around the brewpubs and the same factors examined within the broader neighborhood. This same methodology is used to examine economic factors such as income, property value, and business growth.

This study will be examining both the social and economic factors of the area directly surrounding the brewpub and the neighborhood. The social factors that are examined are as followed:

- Mean Age
- Race and Ethnicity
- Household make-up (single, multi-person)
- Housing Type

The economic factors that are examined are as followed:

- Median Income
- Property Value
- Property Ownership

These factors compared between the direct area around the brewpub (s) and the neighborhood itself. The area around the brewpub will be looked at from a 150 ft buffer. The most recent public information from the American Census Bureau for the census blocks around the brewpubs and the neighborhood are used.

By examining the different social and economic factors of these areas, we can begin to examine if the area around brewpub shows a different demographic make-up than the neighborhood itself. This information will provide contextual information about the neighborhood and the brewpub in the current state.

This information is represented through ArchGIS mapping by creating a series of visual maps overlaying the information from the census, government, and additional analysis. The information is presented in a series of maps showing each neighborhood and brewpub and the relationship between them. In support of the visual maps, the graphic representation are used to show the correlation between the factors directly.

Neighborhood Perception

A pilot perception survey was distributed to determine community perception of brewpub's impacts on urban neighborhoods. This survey can be found in the appendix of this document. This study was performed by interviews and surveys with the brewpubs themselves, community members, and neighborhood officials. This information helps to understand how the community and brewpubs perceive the impacts versus the impacts that will be observed within

the other methodologies used. The focus of this pilot study is targeted to understand the perceptions of the following individuals:

- Brewpub
- Workers of the Brewpub
- Community Members
- Neighborhood Officials
- Patrons of the Brewpubs

The perception observed is focused on the idea of what the different entities perceive as the impact of the brewpub. They were asked about how they believe the brewpub has changed the community or how they (the brewpub) have made an impact on the surrounding neighborhood.

The idea of the study is to cross-examine how the changes and impact observed and how the changes and impacts perceived either lineup or how they differ based on the different individuals interviewed or surveyed. Perceived perception can validate the study and future research by confirming the actual change observed to the perceived change that is believed to have occurred from the community members that live near and around the brewpub. This study does not aim at confirming or denouncing the impact of brewpub but is used to help provide an initial framework and understanding of community perception of the brewpub industry.

The survey will comprise of three parts. The first portion of the survey identified their role in the community, the second asks about their interaction with the brewpub, and the third asks about their perception of the brewpub. This makes up was determined by the sample sizing of the population, which will be further described in the section below.

The three parts of the survey frame what the perception of the participates is and how they interact with the brewpub itself. The first section, which identifies their role in the community, showcases how different community members perceive the brewpub (s) in their

neighborhood. This section also inquires about the participants interaction with the brewpub. This information examines how their perception differs or impacts their perception of the brewpub (s). This will be asked through a multiple-choice option. The second section will be three questions as followed:

- Do you think that brewpub (s) have a positive impact on the social factors of your neighborhood?
- Do you think that brewpub (s) have a positive impact on the economic factors of your neighborhood?
- Do you think brewpub (s) have an overall positive impact on your neighborhood?

These questions are on a Likert scale ranging for 1 being the strongly disagree, and 5 strongly agree. The final section asks about their perception of the brewpub itself. This is an open-ended question to generate opinions of the participants. This data is an analysis by keywords that occur within the answers. The following factors are analyzed and categorized for the open-ended questions:

- Social Impact: Negative Response
- Social Impact: Family
- Social Impact: Activities
- Social Impact: Enjoy
- Social Impact: Gathering Space
- Social Impact: Neighborhood
- Economic Impact: Quantity
- Economic Impact: Positive Response
- Economic Impact: Negative Response
- Gentrification
- Overall Impact: Positive Response
- Have never gone to a Brewpub

On-site survey collection was conducted through walking around the neighborhood and interviewing community members and patrons of the brewpubs. The surveys were collected on an iPad through the Qualtrics Survey application. The data was be transferred into a data set to

be analyzed. This information is represented through graphs and visual representation of the findings. The survey data is represented and compared to neighborhoods in which the surveys were conducted, in addition to overall perception representation.

Data Collected

Within this pilot study, 64 surveys were collected. This number of collected surveys only provide a snapshot of how individuals in the neighborhoods perceive brewpubs. The following are the number of surveys collected in each neighborhood area.

- Old Town/Mutter Gotter: 7
- Over-the-Rhine: 33
- Oakley: 24

The number of surveys that were collected was lower than anticipated due to time constraints and the nature of the in-person collection. These surveys were collected at farmer's markets, local businesses, walking around the neighborhoods, and eateries.

Chapter 4 - Neighborhood Background

Neighborhood Overview

Three neighborhoods were selected to examine the perception of brewpubs impact on neighborhoods in the Greater Cincinnati Region. The neighborhoods include Mutter Gotter/Old Town of Covington, Over-the-Rhine in downtown Cincinnati, and Oakley, a suburban neighborhood on the outskirts of Cincinnati. These neighborhoods were selected due to their differences in demographics, geography, and land use. In addition to the community make-up of these neighborhoods, these communities also host brewpubs that have been established as part of the community. In Figure 2, the locations of these neighborhoods are shown within the region and concerning each other. The figure also identifies the brewpubs that are located within each of these neighborhoods.

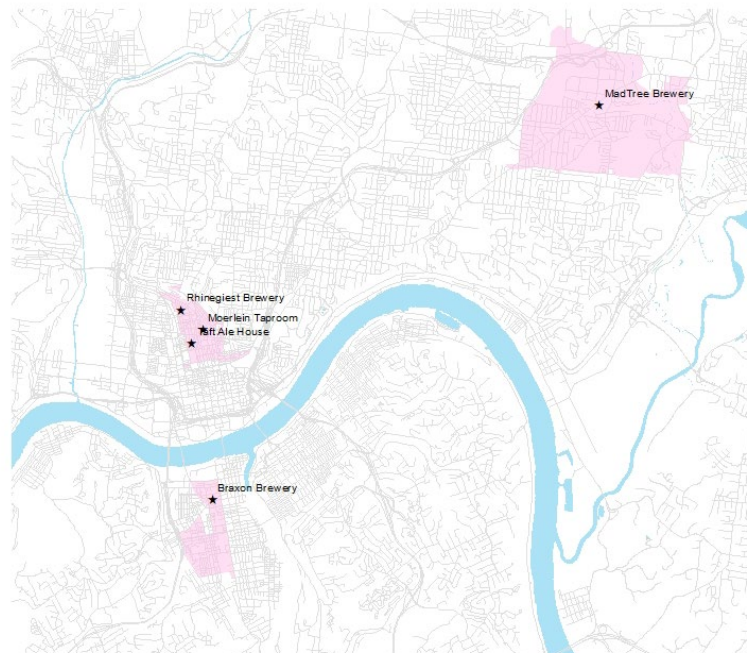


Figure 2: Site Location Map (“ArcGIS - Neighborhoods of Covington, Kentucky,” n.d.; “GIS DOWNLOAD,” n.d.)

Mutter Gotter/Old Town

Overview

Mutter Gotter/Old Town is in Covington, Kentucky, established in 1815, which is the neighboring town south of the Ohio River and Downtown Cincinnati, Figure 3. This community was established as a shipping community on the Kentucky side of the Greater Cincinnati Region. The neighborhood is the first residential expansion of downtown Covington and today is comprised of residential homes to the south and a commercial district to the north (*The City of Covington, Kentucky - Official Government Website, n.d.*)

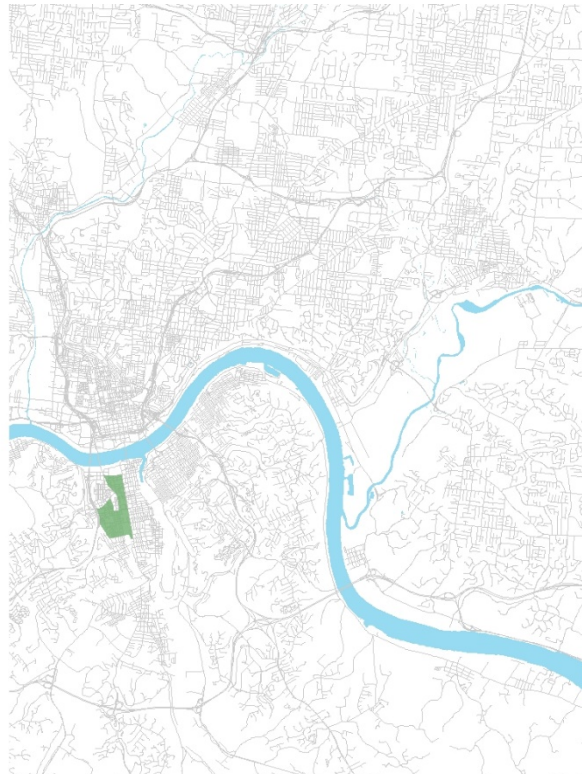


Figure 3: Mutter Gotter/Old Town Site Location Map (“ArcGIS - Neighborhoods of Covington, Kentucky,” n.d.; “GIS DOWNLOAD,” n.d.)

Brewpub(s)

Within this neighborhood, there is only one brewpub, Braxton Brewery. Braxton Brewery was established in 2013 with the purpose to "to cultivate a love of craft and community and be

the most respected brewery in the region." Since its establishment, the brewpub has expanded its operation into the neighboring town, Newport, and has expanded the opportunities in the existing building by adding a rooftop garden. The brewpub provides a range of events, including trivia, to market events for the neighborhood (*Braxton Brewing Company*, n.d.).

Historic Change

Mutter Gotter/ Old Town has seen a slow change in the last 17 years. The following information will demonstrate data from the American Census data to examine how the neighborhood has changed throughout the past 17 years. This data is broken down into social and economic changes that have been observed or elements that have not changed.

Social

Social change can be measured by a range of factors; for this pilot study, household income, household size, mean age, and ethnic distribution is observed. These factors have been observed to be critical indicators in neighborhood change. In terms of household income, Figure 4, it is observed that the average household income in the Mutter Gotter/Old Town neighborhood has increased from 2000, and shows an increase from 2013, but does not have consistent increasing change within the last 17 years.

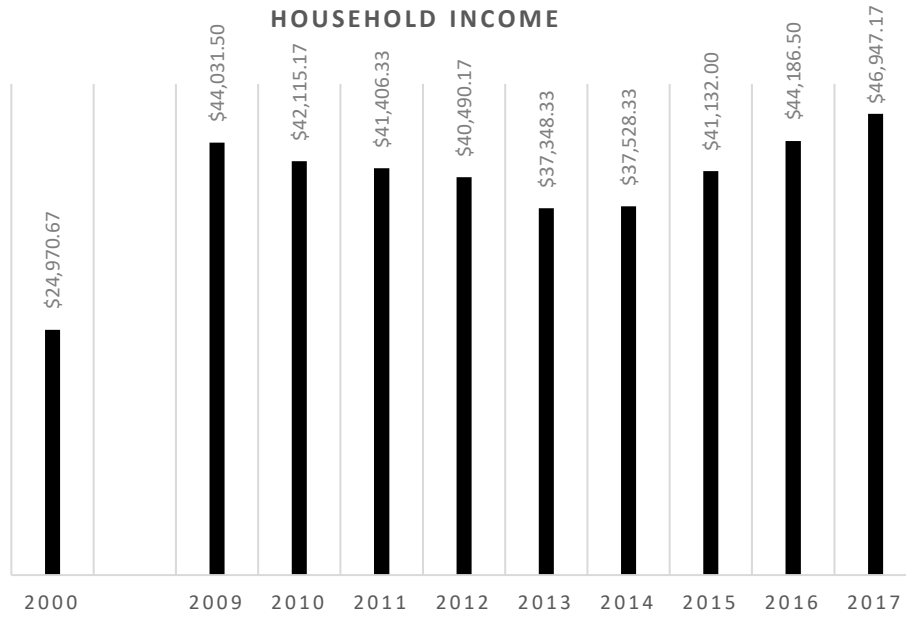


Figure 4: Mutter Gotter/Old Town Average Household Income from 2000-2017 (Bureau, 2017)

While the household income has been shown to increase since 2000, the average household size, Figure 5, indicated no consistent change in 17 years.

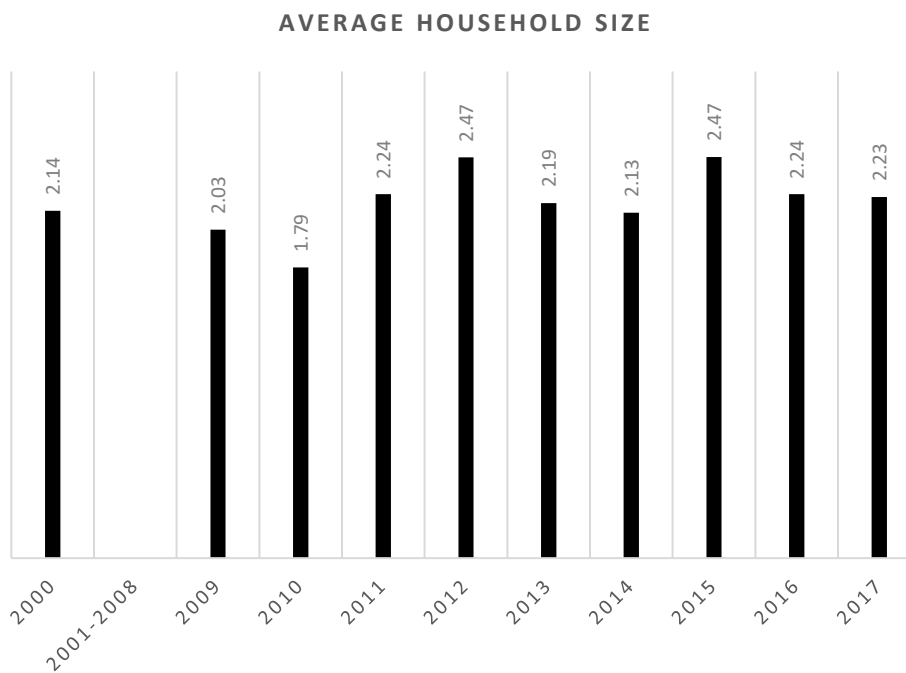


Figure 5: Mutter Gotter/Old Town Average Household Income from 2000-2017 (Bureau, 2017)

Much like household size has not changed dramatically within 17 years, the ethnic distribution, Figure 6, within the neighborhood does not indicate a significant change in the distribution between white, black, and other (includes two or more races). There is a change that has occurred in terms of the increase in the percentage of "other" and a 6% decrease in the white population (Bureau, 2017).

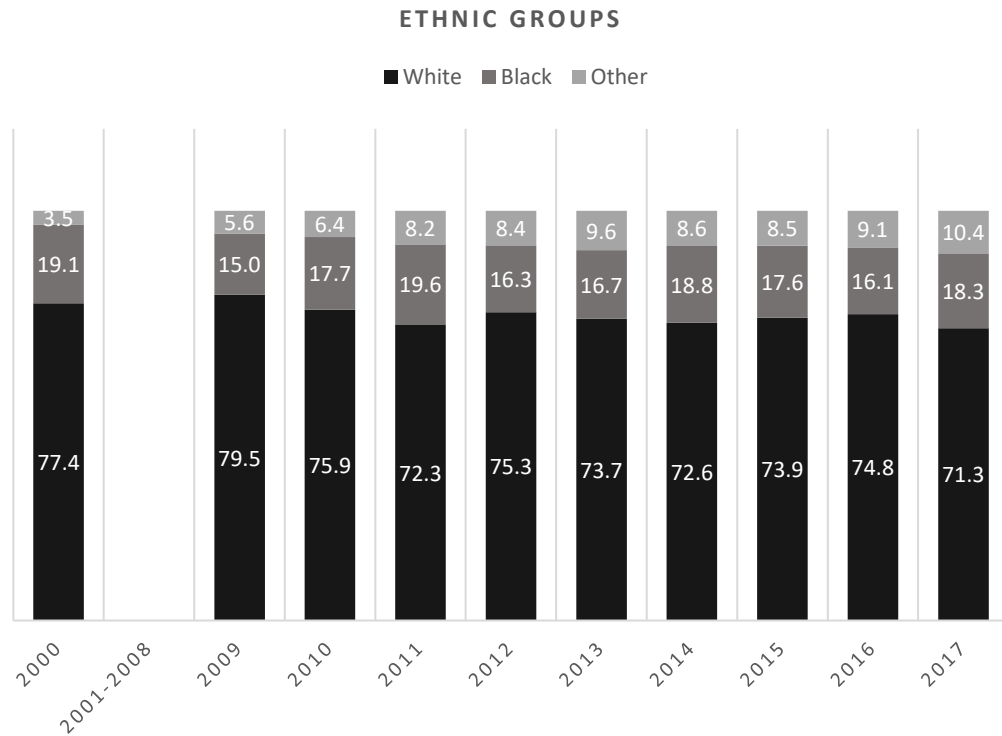


Figure 6: Mutter Gotter/Old Town Ethnic Groups (Bureau, 2017)

Much like the ethnic distribution, change has occurred in the mean age of the neighborhood, Figure 7, but this change is only influx by 3-6 years of age, and no clear trend is occurring within the neighborhood.

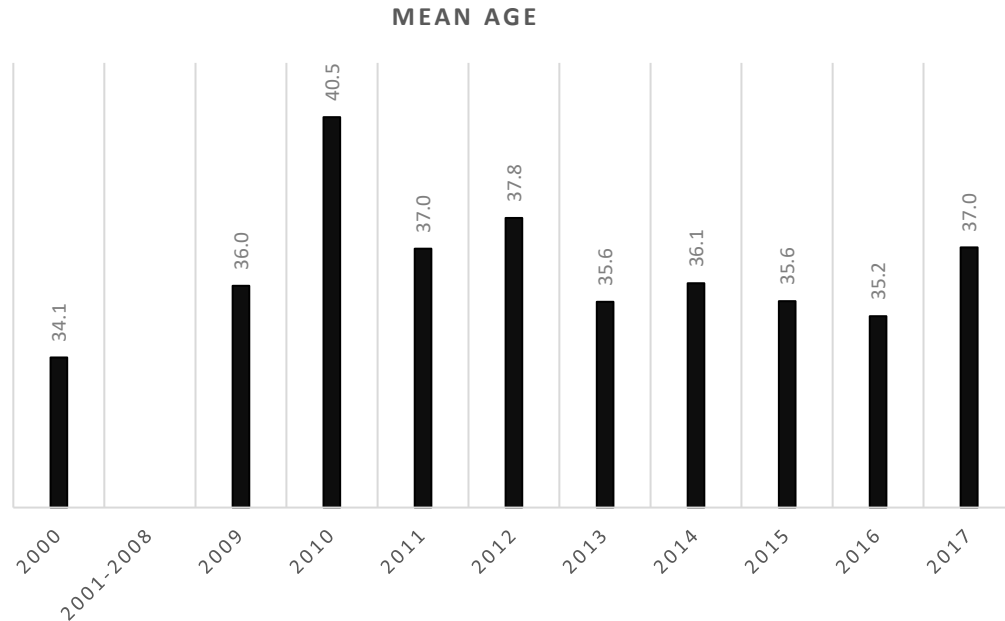


Figure 7: Mutter Gotter/Old Town Mean Age (Bureau, 2017)

In summary, the social change in 17 years within the Mutter Gotter/Old Town neighborhood is overall minimal regarding the household size, ethnic distribution, and mean age. However, there is an increase in household income. These findings do not aim at making an inference, but only to provide background into the neighborhood.

Economic

To examine the economic change with the Mutter Gotter/Old Town neighborhood, the pilot study observed renter percentages, property value, and vacancy percentage within the neighborhood. The renter percentage, Figure 8, showed that in 2000 at 65.3%, the percentage was high, but by 2009 that number dropped to 59.5% only to increase back to 65.3% by 2017 (Bureau, 2017).

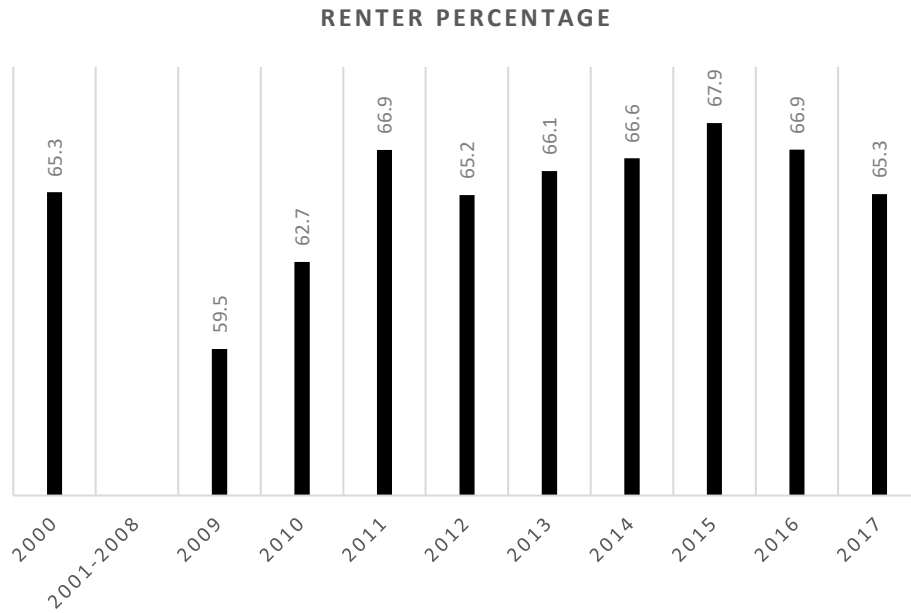


Figure 8: Mutter Gotter/Old Town Average Renter Percentage (Bureau, 2017)

The median property value, Figure 9, of a home in the neighborhood in 2000 was \$67,200, but within 2017 that number jumped to \$119,300. Since the initial increase in property value in 2009, it is observed that the market has stayed steady in 8 years (Bureau, 2017).

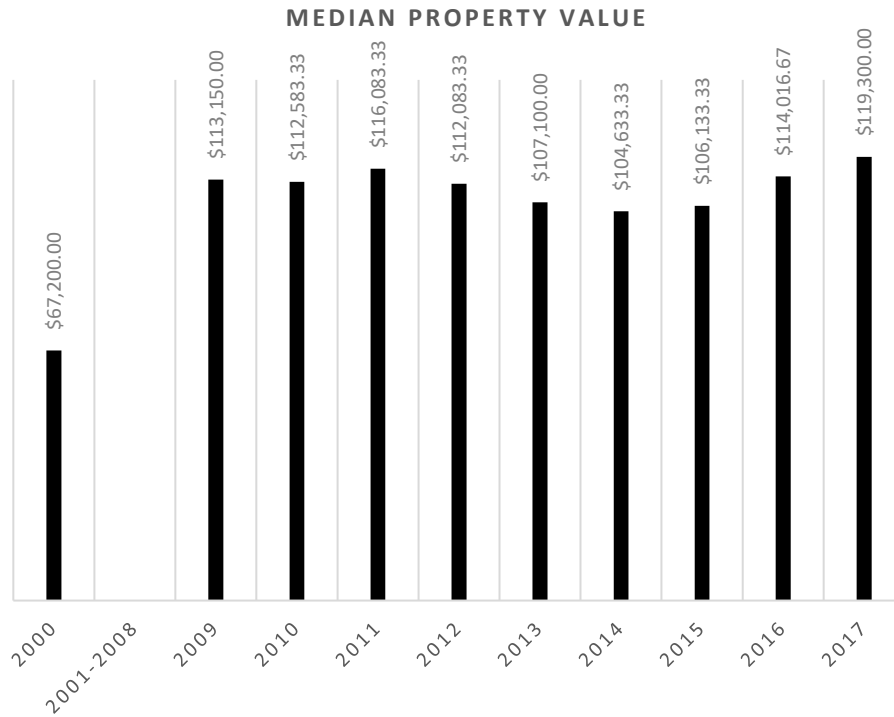


Figure 9: Mutter Gotter/Old Town Median Property Value (Bureau, n.d.)

The vacancy percentage, Figure 10, in 2000 was at 15%; by 2010, this number increased by 8%. While this number increased, by 2017, the vacancy was 20% (Bureau, 2017).

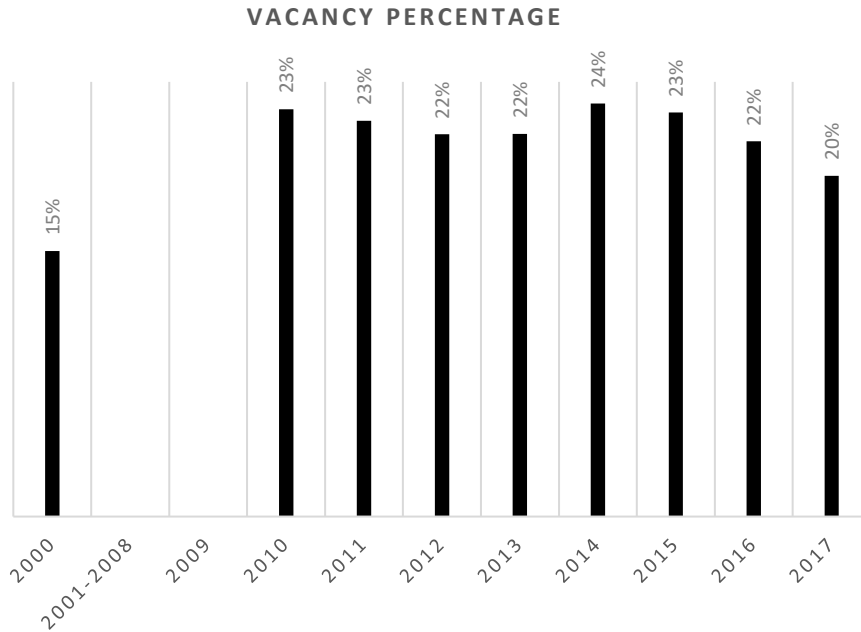


Figure 10: Mutter Gotter/Old Town Vacancy Percentage (Bureau, 2017)

Presenting the economic change of the Mutter Gotter/Old Town neighborhood indicated that outside of an increase in property value, small changes had been made to property ownership and vacancy rates within the neighborhood.

Current Conditions

With 2017 American Census Data, the following current conditions are mapped within the Mutter Gotter/Old Town neighborhood. These maps show the social and economic conditions within the neighborhood and indicated the location and a 150ft. radius around the brewpub within the neighborhood itself. These maps do not aim to create conclusive remarks regarding if a brewpub impacts these conditions, but to provide background on the current conditions. These conditions will be observed from a social and economic standpoint.

Social

Current social conditions within the neighborhood will be observed by looking at the mean age, household income, and household size. Within the neighborhood, the southern portion of the neighborhood is younger than the northern portion. This observation can be made in Figure 11. The northern portion of the neighborhood is comprised of the urban commercial district, while the southern portion is primarily residential. The brewpub is located within the upper commercial portion of the neighborhood, where the average age is 40-50 years of age (Bureau, 2017).



Figure 11: Muttter Gotter/Old Town Mean Age (Bureau, 2017; TIGER/Line® Shapefiles, 2017)

The household size, Figure 13, is smaller in the upper commercial portion of the neighborhood, while the lower portion is comprised of larger households. The household income, Figure 12, is higher in the upper portion of the neighborhood, over \$60,000, while the lower portion is 50,000 or less. The brewpub is located within the areas that have a smaller household size and higher household income (Bureau, 2017).



Figure 12: Mutter Gotter/Old Town Household Size and Household Income (Bureau, 2017; TIGER/Line® Shapefiles, 2017)

Economic

To examine how the neighborhood looks in terms of the economic standpoint currently, renter percentage, vacancy percentage, and property values are observed. In the northern portion of the neighborhood, renter percentages are higher than in the southern portion, Figure 13. This

could be reflective of the land use of the area where the commercial district is located. This is also consistent with higher property values, Figure 13, which are drastically higher in the northern portion of the neighborhood while the southern portion has lower property value. The brewpub is located within a higher property value neighborhood and a higher number of renters.



Figure 13: Muttter Gotter/Old Town Renter Percentage and Property Value (Bureau, 2017; TIGER/Line® Shapefiles, 2017)

Vacancy percentage, Figure 14, is consistently at 10-20% nearly throughout the entire neighborhood.



Figure 14: Mutter Gotter/Old Town Vacancy Percentage (Bureau, 2017; TIGER/Line® Shapefiles, 2017)

In summary, the economic condition of the neighborhood is more expensive on the northern side of the neighborhood, but the vacancy is consistent throughout. While the location of the brewpub does not indicate a change in the neighborhood, it is situated within the more expensive area.

Community Initiatives

This neighborhood is part of the downtown Covington District and is affected by community development plans within the downtown area. In Table 2, a breakdown of

community plans past and present as well as economic and neighborhood development groups will be found. This table showcases the timeline of the plans and the overall purpose of the initiatives made by residents and government officials. These plans are organized by the City of Covington, the Covington Neighborhood Collaborative, Center for Great Neighborhoods of Covington, and Renaissance Covington; a non-profit focused on an economic and urban revitalization (City of Covington, KY, n.d.-b; *Renaissance Covington*, n.d.; *The City of Covington, Kentucky - Official Government Website*, n.d.)

Table 2 Community Plans for the Mutter Gotter/Old Town Neighborhood (City of Covington, KY > Residents > Neighborhoods, n.d.; Renaissance Covington, n.d.; The City of Covington, Kentucky—Official Government Website, n.d.)

PAST PLANS	DATE	NAME	PURPOSE	JURISDICTION
	2005	Madison Avenue Corridor Redevelopment Plan	<i>“This Redevelopment Plan will serve as a basis for rehabilitation and new infill in the Corridor, possible changes in traffic circulation and patterns, and installation of site improvements and designation of uses permitted in the Corridor (City of Covington, KY, n.d.-a)”</i>	City of Covington
	2012	Covington Center City Action Plan	<i>“The Covington City Center Action Plan (2012) outlines the strategy to make City Center a vibrant regional hub of economic activity attracted</i>	City of Covington

to Covington by its reputation for business innovation, ample jobs, beautiful natural setting, historic mixed-use environment, pedestrian and bike amenities, and affordable residential and commercial real estate opportunities. (City of Covington, KY, n.d.-a)”

2013-2017	Neighborhood Revitalization Area Report	<p><i>“1. Build strong neighborhoods. 2. Make neighborhoods attractive for investment. 3. Encourage and maintain neighborhood participation for the long-term stability of the neighborhood. 4. Encourage mutual participation from citizens, financial institutions, churches, non-profit developers and the Department of Development Office 5. Encourage neighborhood advisory boards to be involved in</i></p>	City of Covington
-----------	-----------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------

the process of identifying needs within the neighborhood.
6. Attack the problems associated with declining neighborhoods with a multi-pronged coordinated approach.
7. Economic empowerment of low to moderate-income residents within the most distressed neighborhood of our community.
 (City of Covington, KY, n.d.-a) ”

PAST PLANS	DATE	NAME	PURPOSE	JURISDICTION
		Westside Redevelopment Plan	<p><i>“The draft strategic plan specifically addresses the future reuse of City-owned properties in the area with the goal of developing a public infrastructure and open space strategy for unlocking value of these sites. The plan also explores concepts for the sites to determine appropriate scale</i></p>	City of Covington

and density as a baseline to develop a final plan. (City of Covington, KY, n.d.-a)”

Over-the-Rhine

Overview

Over-the-Rhine is a neighborhood in the downtown Cincinnati metropolitan area, Figure 15. The neighborhood was established in 1788 (*Over The Rhine Foundation, n.d.*). The area was settled by primarily German immigrants who identified with the canal and geographic features that were like their home country. The neighborhood grew in popularity and economic growth from the brewery industry, shipping, and industrial factories. Due to the development of I-75 and I-71, African American populations alongside poor Appalachian moved into the vacancy that was left from World War I, anti-German Hysteria, and Prohibition (*OTR Brewery District | Cincinnati, OH, n.d.*). Due to poor living conditions, the destruction of historical homes caused the neighborhood to be considered one of the "Eleven Most Endangered Historic Places in America" by the National Trust for Historic Preservation. Over-the-Rhine is considered to have the most extensive collection of nineteenth-century brewery buildings in the United States (*America's Most Endangered Historic Places | National Trust for Historic Preservation, n.d.*). Currently, the population of the neighborhood is approximately 5,763 individuals (Bureau,

2017). The neighborhood has encountered many restoration and revitalization efforts from the City of Cincinnati (*Plan Cincinnati*, n.d.).

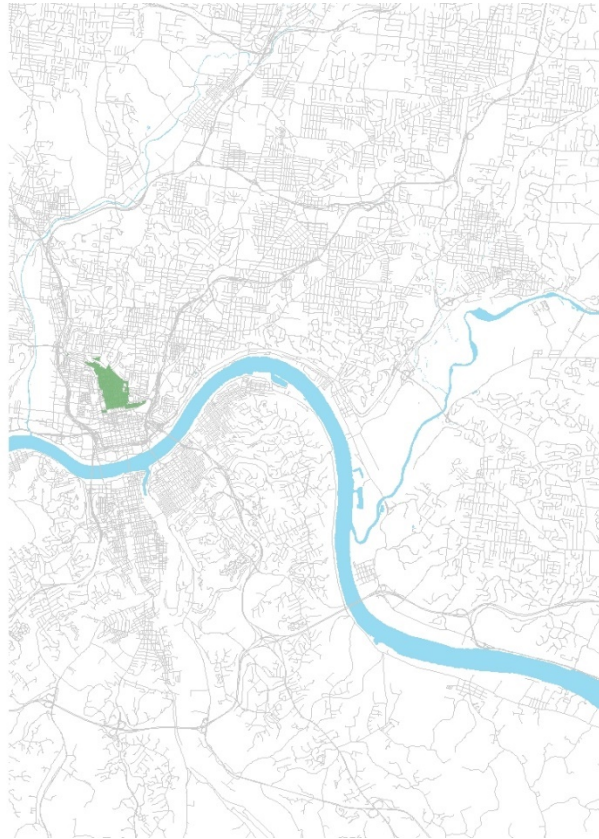


Figure 15: Over-the-Rhine Neighborhood Location Map (Cincinnati Open Data Portal | Open Data, n.d.)

Brewpub(s)

Within this neighborhood, there are many brewpubs and breweries; for this study, three brewpubs were examined. The first brewpub is the Taft Ale House, which was established in 2015. According to the Taft Ale House website,

"The founders of Taft's partnered with the Cincinnati Center City Development Corp to create the brewery and restaurant located in

Cincinnati's Over-The-Rhine. The three-story Ale House resides in a renovated historic church originally built-in 1850. (Taft's Ale House, n.d.)”

Unlike other brewpubs in the neighborhood, this brewpub is primarily an eatery and bar but provides community events such as Yoga events and educational classes.

The second brewpub observed was the Christian Morlein Taproom. Christian Morlein was founded in 1853, but due to the prohibition closed the doors in Cincinnati. Before the prohibition act, Christian Morlein was one of the leading breweries in the region. In 1981, the Christian Morlein taproom was reintroduced to Cincinnati and was on the leading edge of the craft beer revolution. Christian Morlein was the first brewery to have a beer pass the strict Reinheitsgebot Bavarian Purity Law of 1516, which only includes four ingredients in the brew, malted barley, hops, water, and yeast. The taproom provides a range of activities in the Over-the-Rhine neighborhood, such as live music and yard games (Brewery, n.d.).

The final brewpub overserved in Over-the-Rhine is the Rhinegeist Brewery. Rhinegeist Brewery opened its doors in 2005 with the objective:

“Work hard, smile harder. Our spirit is evident in the high-quality beers we make & the tight-knit family around us. We strive to push the boundaries of flavor & expectation and spread our suds to thirsty craft beer communities, while always staying true to our mission of independence.”

Since the opening of Rhinegeist Brewery in 2005, the brewery has grown as a center of community activity and tourism, providing events such as charity events, winter markets, educational exhibits, parades, and various art showcases (*Rhinegeist Brewery, n.d.*).

Historic Change

Over-the-Rhine has seen some drastic and some inconsistent change in the last 17 years. The following information will demonstrate data from the American Census data to examine how the neighborhood has changed throughout the past 17 years. This data is broken down into social and economic changes that have been observed or elements that have not changed.

Social

Social change can be measured by a range of factors, for this pilot study household income, household size, mean age, and ethnic distribution are observed. These factors have been observed to be critical indicators in neighborhood change. In terms of household income, Figure 16, it is observed that the average household income in the Over-the-Rhine neighborhood has increased from 2000, and shows a steady increase, going from \$29,177 to \$51,193 median household income within the neighborhood (Bureau, 2017).

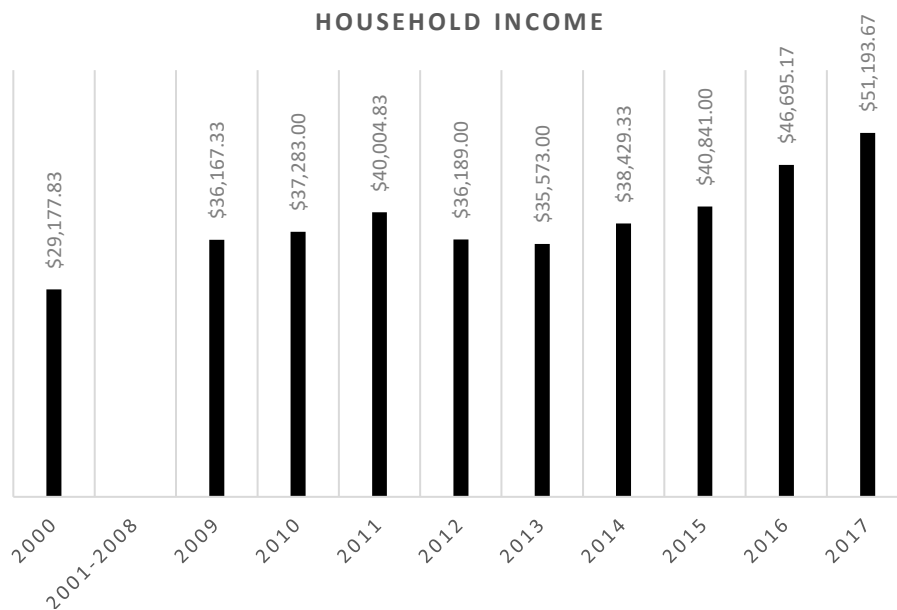


Figure 16: Over-the-Rhine Average Household Income from 2000-2017 (Bureau, 2017)

While the mean household income has increased since 2000, the average household size, Figure 17, has decreased. In 2000 the average household size was 3.04, by 2009 2.28, and by 2017 the average size was 1.91 (Bureau, 2017).

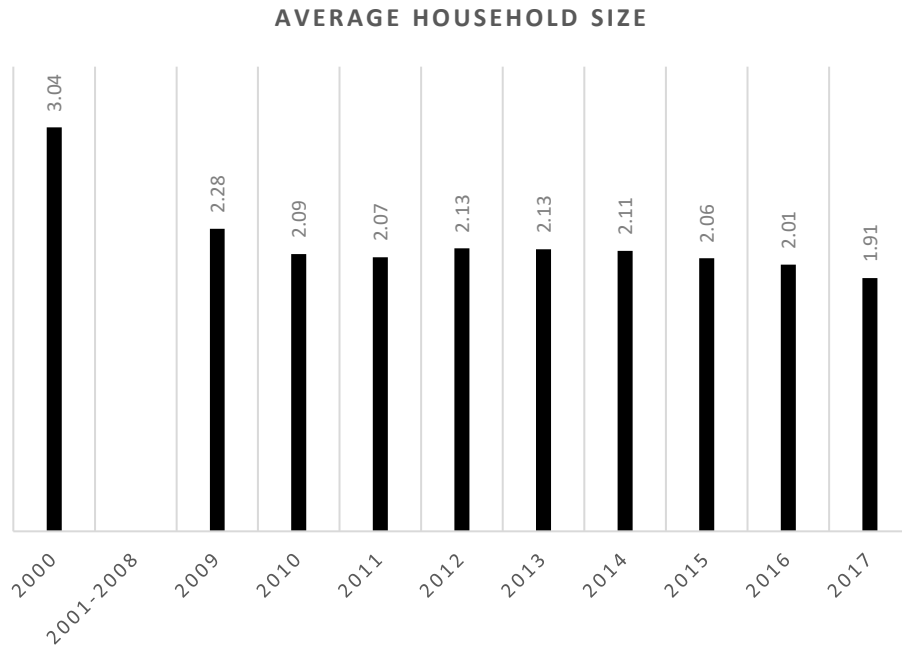


Figure 17: Over-the-Rhine Average Household Size from 2000-2017 (Bureau, 2017)

In addition to the change to household size since 2000, the ethnic distribution, Figure 18, within the neighborhood has changed. In 2000 the black population made up 67.8% of the population within the neighborhood; by 2017, this number has decreased to 38%. This change is also reflected in the change in the white population, which increased from 28.3% in 2000 to 48.4% in 2017. The remainder of the population has also increased, which has affected the change in the neighborhood (Bureau, 2017).

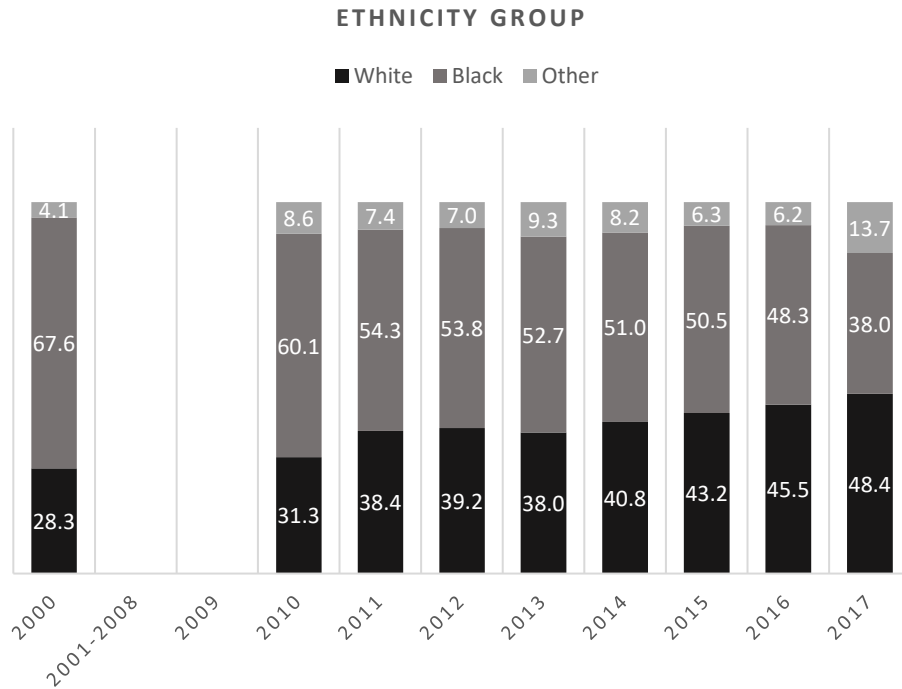


Figure 18: Over-the-Rhine Ethnic Groups from 2000-2017 (Bureau, 2017)

While the average household size and ethnic distribution has seen change within 17 years, the mean age, Figure 19, within the neighborhood has not seen a consistent change. From 2000 to 2009, the mean age increased from 27.5 to 29.4, and even with an observed hike in age in 2011 and a low point in 2015 by 2017, the mean age is 29.8 (Bureau, 2017).

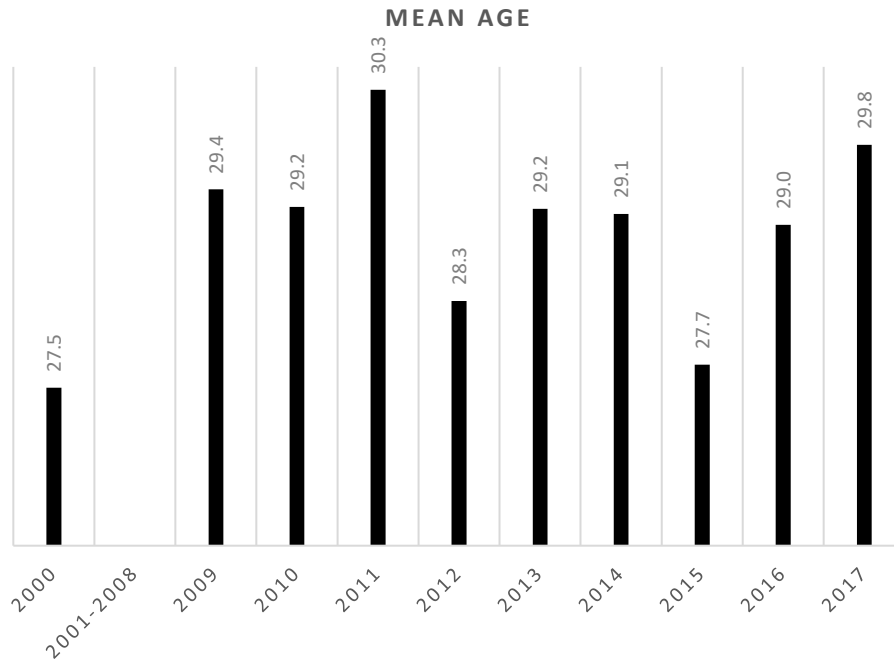


Figure 19: Over-the-Rhine Mean Age from 2000-2017 (Bureau, 2017)

In summary, the social change in 17 years within the Over-the-Rhine neighborhood indicates change in the neighborhood regarding household size, ethnic distribution, and household income, but little change observed with the mean age. These findings do not aim at making an inference to what creates this change, but only to provide background into the neighborhood.

Economic

The pilot study observed renter percentages, property value, and vacancy percentage within the neighborhood. The renter percentage, Figure 20, showed that in 2000 at 93.1%, the percentage was high, but by the percentage had dropped to 79.8% (Bureau, 2017).

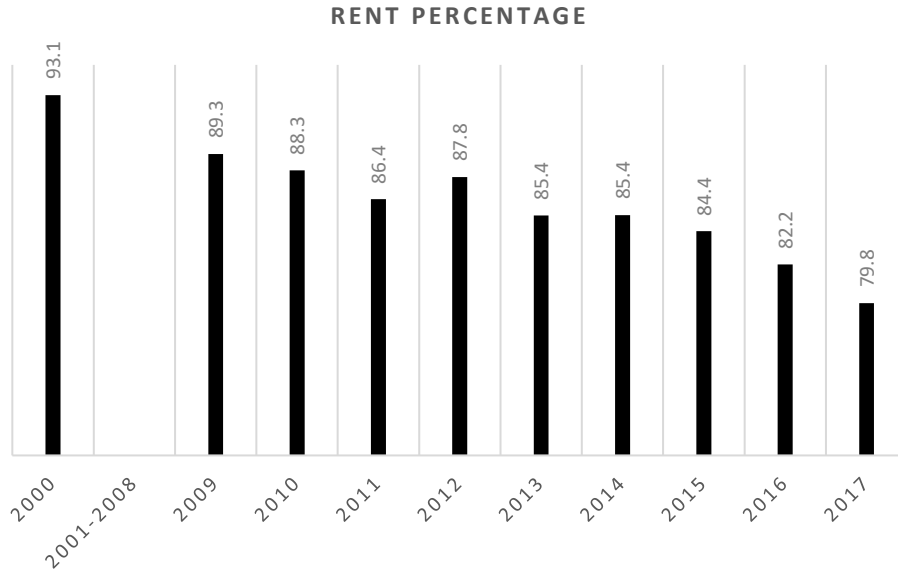


Figure 20: Over-the-Rhine Rent Percentage from 2000-2017 (Bureau, 2017)

While the renter percentage has decreased within the neighborhood, the property value, Figure 21, has seen a significant increase. In 2000 the average property value was \$82,300 by 2009 that had nearly doubled to \$168,900. This trend only continued within the neighborhood, and by 2017 the average property value is \$234,050 (Bureau, 2017).

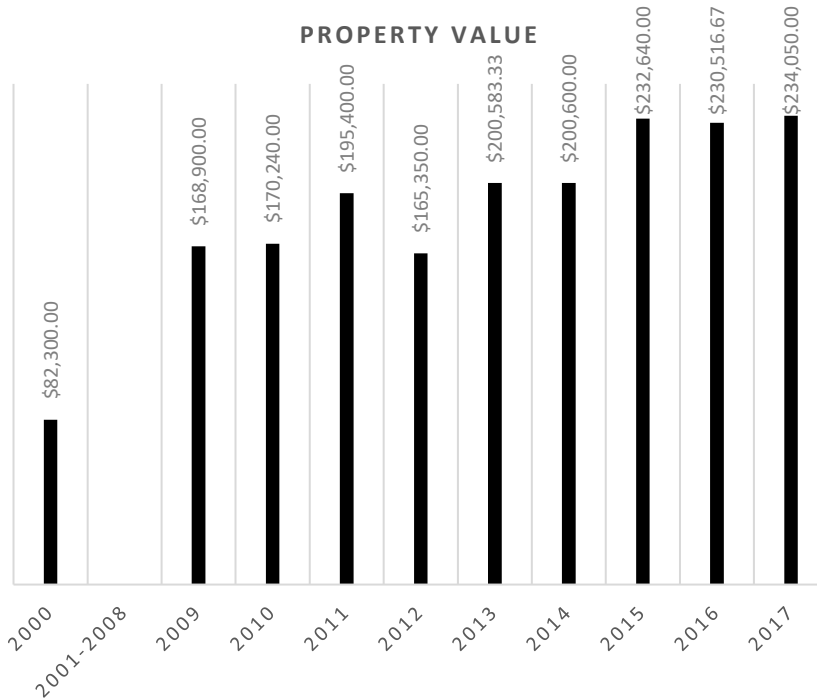


Figure 21: Over-the-Rhine Property Value from 2000-2017 (Bureau, 2017)

With the property values increasing, the vacancy percentage, Figure 22, in the neighborhood, is decreasing. In 2000 the vacancy was at 93.06%; by 2010, that number had dropped to 57.35% and continued to drop to 24.97% in 2017 (Bureau, 2017).

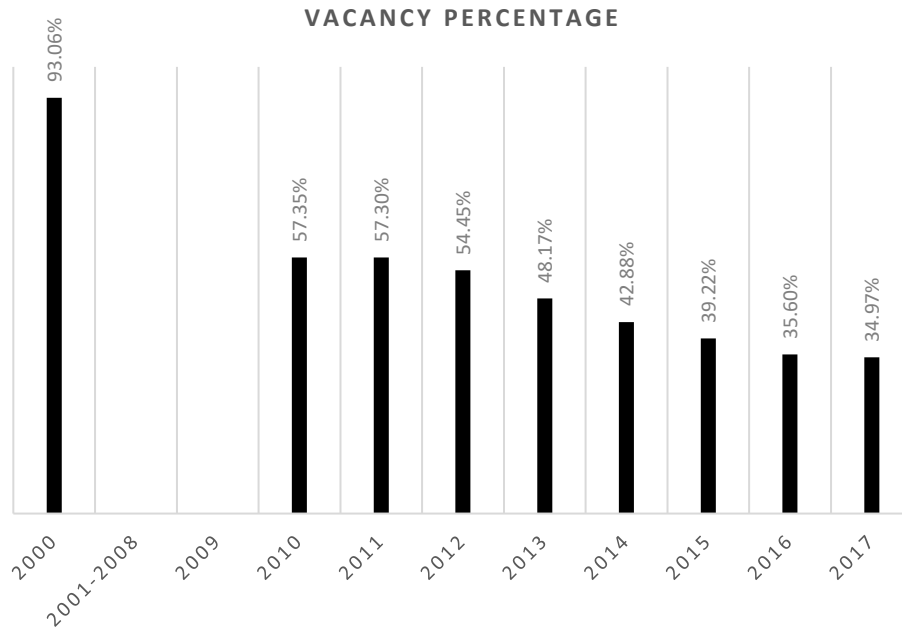


Figure 22: Over-the-Rhine Vacancy Percentage from 2000-2017 (Bureau, 2017)

The economic condition within the Over-the-Rhine neighborhood indicates a potentially positive change with property values increasing and vacancy percentage and renter percentages decreasing.

Current Conditions

With 2017 American Census Data, the following current conditions are mapped within the Over-the-Rhine neighborhood. These maps show the social and economic conditions within the neighborhood and indicated the location and a 150ft. radius around the brewpubs within the neighborhood itself. These maps do not aim to create conclusive remarks regarding if brewpubs impact these conditions but to provide background on the current conditions. These conditions will be observed from a social and economic standpoint.

Social

Current social conditions within the neighborhood will be observed by looking at the mean age, household income, and household size. There is no consistency throughout the neighborhood regarding the mean age, Figure 23. This is also reflective around the brewpubs, which shows three different mean ages around the three different brewpubs.



Figure 23: Over-the-Rhine Mean Age (Bureau, 2017; TIGER/Line® Shapefiles, 2017)

This inconsistency is also present in terms of household income and household size, Figure 24. Throughout the neighborhood, the average household income is from below \$20,000

to \$80,000. The household size also fluctuates throughout the neighborhood, with most of the neighborhood have an average household size 2.0 and below.



Figure 24: Over-the-Rhine Household Income and Household Size (Bureau, 2017; TIGER/Line® Shapefiles, 2017)

Economic

Renter percentage, vacancy percentage, and property values are observed to examine economic conditions. Much like the inconsistencies that occurred within the social demographics of the neighborhood, the economic conditions within the Over-the-Rhine neighborhood also show inconsistencies. In Figure 25, the property value and rental percentage are shown to be opposite in reflection. The higher property values are on the southern side of the neighborhood, while the higher percentage of renters is located on the northern side of the neighborhood. The brewpubs are spread out throughout the neighborhood and do show any relation to the location of the brewpub and value of property or location of renters.



Figure 25: Over-the-Rhine Property Value and Renter Percentage (Bureau, 2017; TIGER/Line® Shapefiles, 2017)

Within the Over-the-Rhine neighborhood, there are no consistent trends that are observed; this continues to be true with vacancy percentages, Figure 26. The southern portion of the site shows that there is a lower number of vacancies, while the northern portion shows a 40% or higher rate of vacancy.

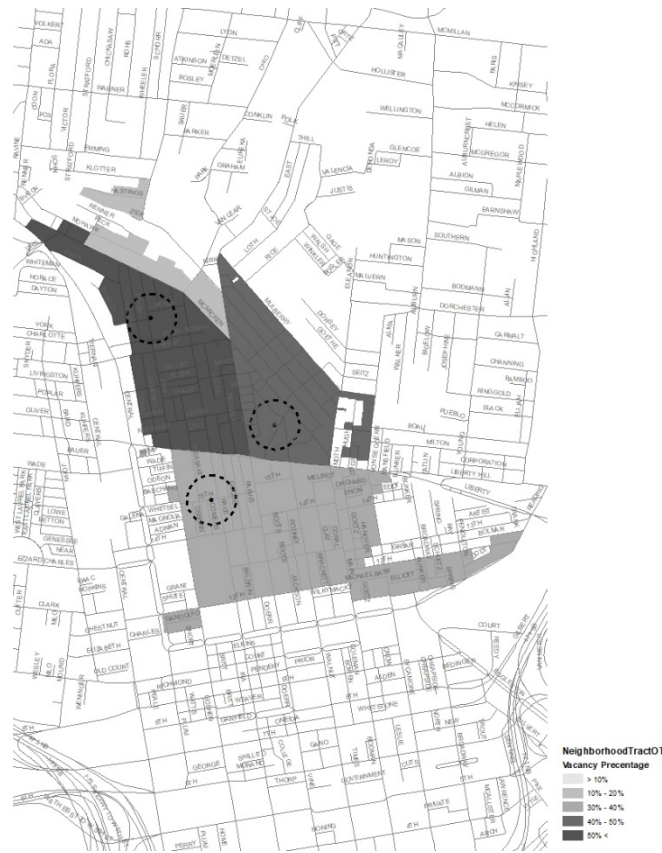


Figure 26: Over-the-Rhine Vacancy Percentage (Bureau, 2017; TIGER/Line® Shapefiles, 2017)

In summary, the economic condition of the neighborhood is more expensive in the southern portion of the neighborhood, while the northern side has higher vacancy rates. There is no relation between the location of the brewpubs and the economic factors within the neighborhood.

Community Initiatives

This neighborhood is in the downtown urban area of Cincinnati. The Over-the-Rhine neighborhood has a neighborhood group that oversees plans in the neighborhood, but it also under the jurisdiction of the City of Cincinnati and is affected by the development plans of the

city. In Table 3, a breakdown of community plans past and present as well as economic and neighborhood development groups will be found. This table showcases the timeline of the plans and the overall purpose of the initiatives made by residents and government officials. These plans are a combination of innovation grants and community development plans created from the city, the neighborhood, and the Over-the-Rhine Chamber of Commerce.

Table 3 Over-the-Rhine Neighborhood Plans (OTR Chamber of Commerce, n.d.; Plan Cincinnati, n.d., OTR Brewery District | Cincinnati, OH, n.d.)

PAST PLANS	DATE	NAME	PURPOSE	JURISDICTION
	1984	Over-The-Rhine Comprehensive Plan	<i>"The plan identifies the changes occurring in the community, what is causing them, and how they are affecting current residents and businesses. This Comprehensive Plan is designed to serve as a coordinating mechanism in which both the public and private investments will be evaluated for the future of both the community as well as the city as a whole over the next twenty years. (City of Cincinnati City Planning Department, 1984)"</i>	Cincinnati City Planning
	2002	Over-The-Rhine Comprehensive Plan	<i>"The plan's recommendations are designed to rebuild the housing and economic infrastructure of the neighborhood in a way that will create an economically and racially diverse</i>	City of Cincinnati City Planning Department in collaboration with OTR Community Council OTR Coalition ABCD Resident's Table Other

			<i>community that can be sustained over the long term. The public and private investments being made in public schools, the arts, parks, and the Findlay Market revitalization enhance rebuilding the housing and economic markets. (City of Cincinnati City Planning Department, 2002)"</i>	Community Stakeholders
	2013	The Over-the-Rhine Foundation and Brewery District Master Plan	<i>"To envision investment and development opportunities for businesses and real estate developers that will be supported by the neighborhood, and that will help guide efforts for physical public improvements to accommodate such development. (The Brewery District Community Urban Redevelopment Corporation, 2013)"</i>	The Brewery District Community Urban Redevelopment Corporation
CURRENT PLANS	DATE	NAME	PURPOSE	JURISDICTION
	2003	Over-the-Rhine Historic District Conservation Guidelines	<i>"The intent of this designation is to combine the Over-the-Rhine (South) and Over-the-Rhine (North) Historic Districts in order to create one coordinated district,</i>	Historic Conservation Office Community Development and Planning Department

		<i>instead of two separate districts with differing guidelines. (City of Cincinnati City Planning Department, 2003)"</i>	
	Business First Grant (BFG) program	<i>"The mission of the Business First Grant (BFG) Program is to benefit OTR by strengthening the local economy, increasing business and employment opportunities, and creating a diverse, healthy, and sustainable business district. (Business First Grant, n.d.)"</i>	OTR Chamber of Commerce
2014	Business Innovation Challenge	<i>"The Innovation Challenge Grant was created in 2014 to award grants to OTR businesses and organizations for projects which will help them expand or fund a creative partnership or service. All existing businesses located in Over-the-Rhine (as defined by the City of Cincinnati) are eligible and must be a member of the OTR Chamber of Commerce to apply. The Innovation Challenge Grant is administered by the OTR Chamber's</i>	OTR Chamber of Commerce

Business Attraction and Retention Committee, a diverse group of leaders and stakeholders in the community. (Business First Grant, n.d.)”

Oakley

Overview

Oakley is a suburban annexation neighborhood north of the Cincinnati downtown area, Figure 17. This neighborhood was established in 1869 and annexed into Cincinnati in 1913. Originally established as a popular stop for wagons and expansion on the Madison Turnpike, today, the neighborhood is primarily a suburban neighborhood with an industrial park and central street commercial district (*Oakley Community Council - Oakley History, n.d.*). The current

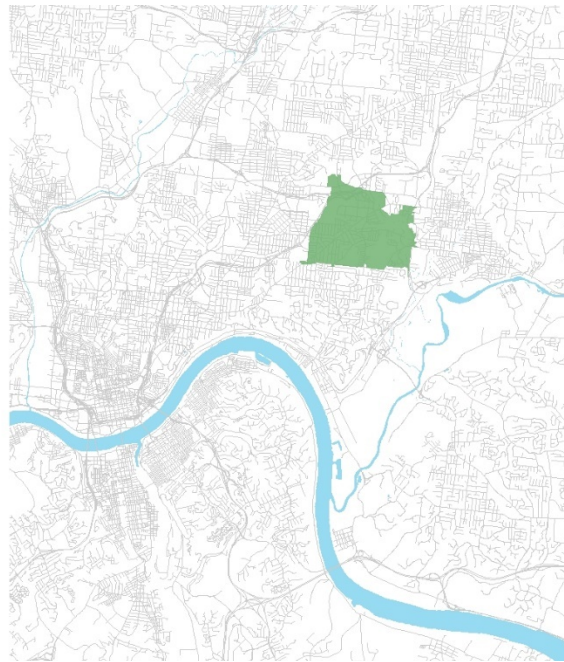


Figure 27: Oakley Neighborhood Location Map (Cincinnati Open Data Portal | Open Data, n.d.)

population of the neighborhood is 10,429 (Bureau, 2017). Oakley is the largest neighborhood observed for this pilot study.

Brewpub(s)

Within the Oakley neighborhood, one brewpub was selected to observe. The Madtree Brewing was established in 2013 with the purpose to “*cultivate a love of craft and community and be the most respected brewery in the region.*” The brewpub serves as a major community center for the neighborhood providing a farmer’s market and various community events throughout the year (Brewing, n.d.).

Historic Change

Oakley has seen some change in the last 17 years. The following information will demonstrate data from the American Census data to examine how the neighborhood has changed throughout the past 17 years. This data is broken down into social and economic changes that have been observed or elements that have not changed.

Social

Social change can be measured by a range of factors, for this pilot study, household income, household size, mean age, and ethnic distribution are observed. The mean age in the Oakley neighborhood, Figure 28, is on a downward trend moving from 38.8 in 2010 to 31.9 by 2017.

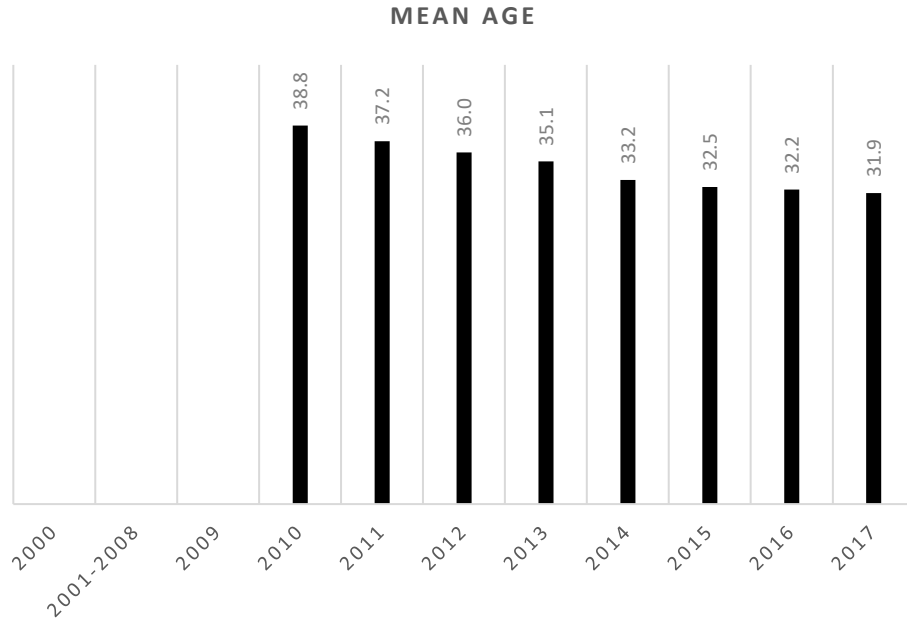


Figure 28: Oakley Mean Age from 2010-2017 (Bureau, 2017)

The ethnic distribution, Figure 29, in Oakley, has not seen any dramatic change within the seven years of data observation. The percentages only fluctuated by, on average, 4% for white and black ethnic groups (Bureau, 2017).

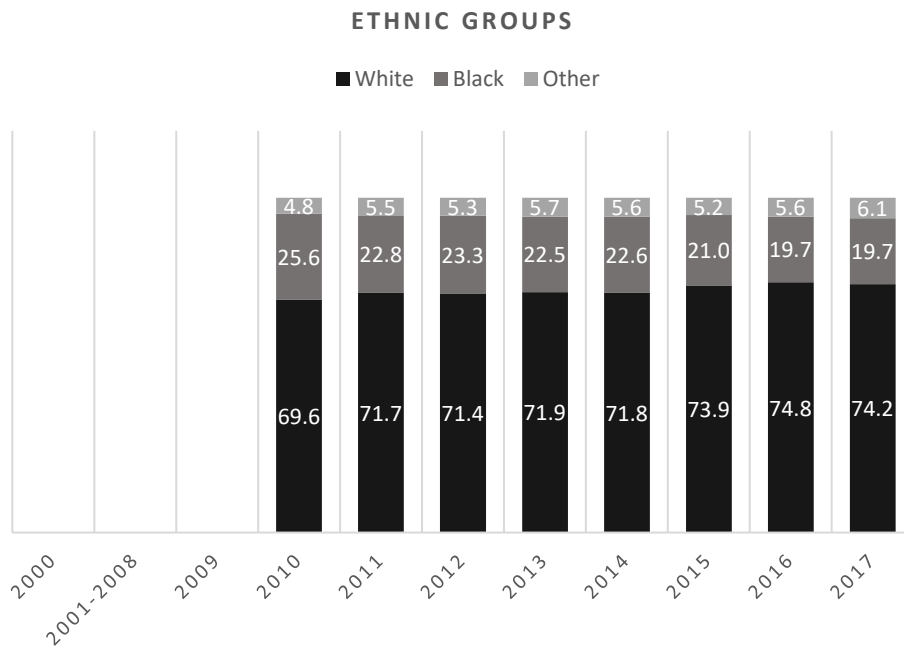


Figure 29: Oakley Ethnic Groups from 2010-2017 (Bureau, 2017)

The average household size, Figure 30, in the Oakley neighborhood, has increased from 2010 to 2017 from 1.74 to 2.70 (Bureau, 2017). This increase was not consistent throughout the seven years but increased more between 2015-2017.

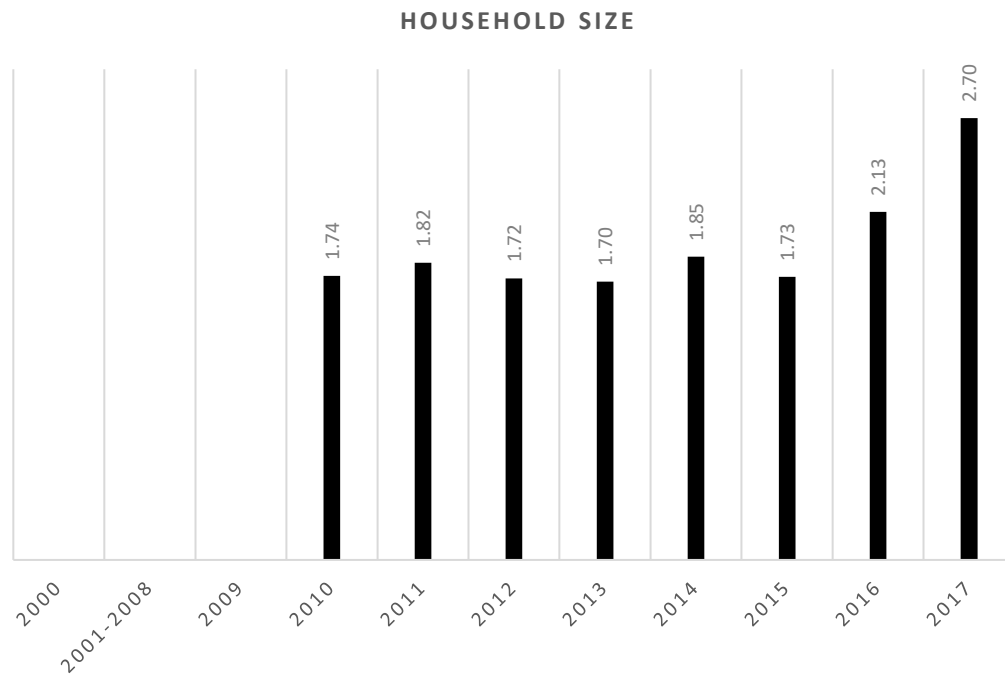


Figure 30: Oakley Average Household Size from 2010-2017 (Bureau, n.d.)

The household income, Figure 31, steadily increased within the seven-year from 2010 to 2017, increasing from \$63,064 to \$77,989. This number seems to be on an upward trend in the neighborhood (Bureau, 2017).

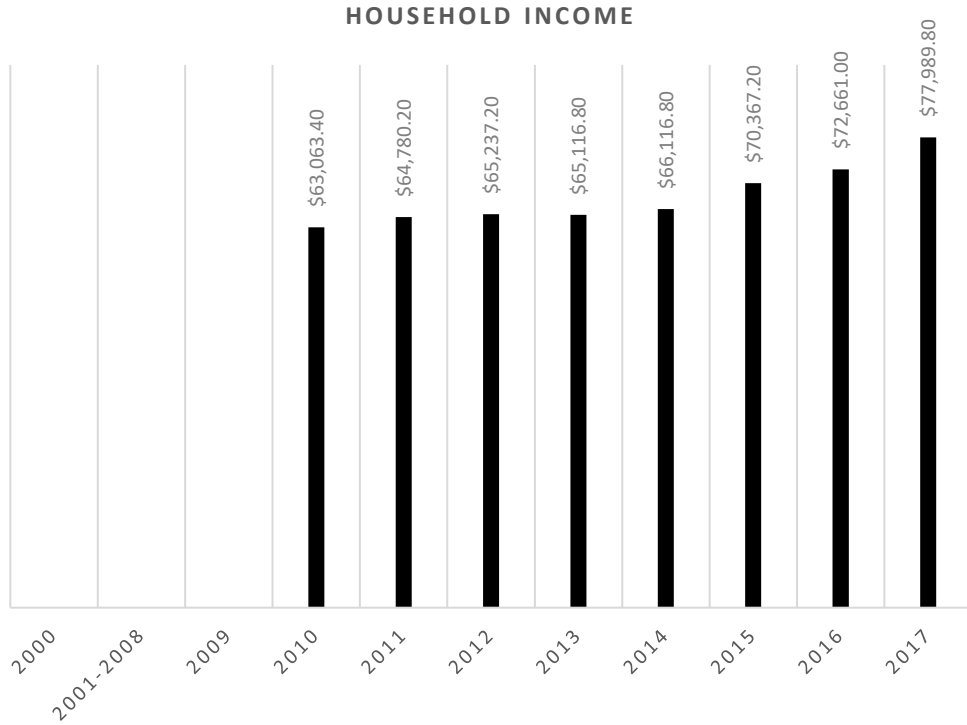


Figure 31: Oakley Average Household Income from 2010-2017 (Bureau, 2017)

In summary, the overall social change in the Oakley neighborhood shows very little to a small change in the household and social demographics. This examination does not indicate any causation for this change but does provide background information for the neighborhood.

Economic

To examine the economic change with the Oakley neighborhood, the pilot study observed renter percentages, property value, and vacancy percentage within the neighborhood. The renter percentage, Figure 32, in the Oakley neighborhood, does not showcase a clear trend and shows only a 2% change between any year from 2010-2017.

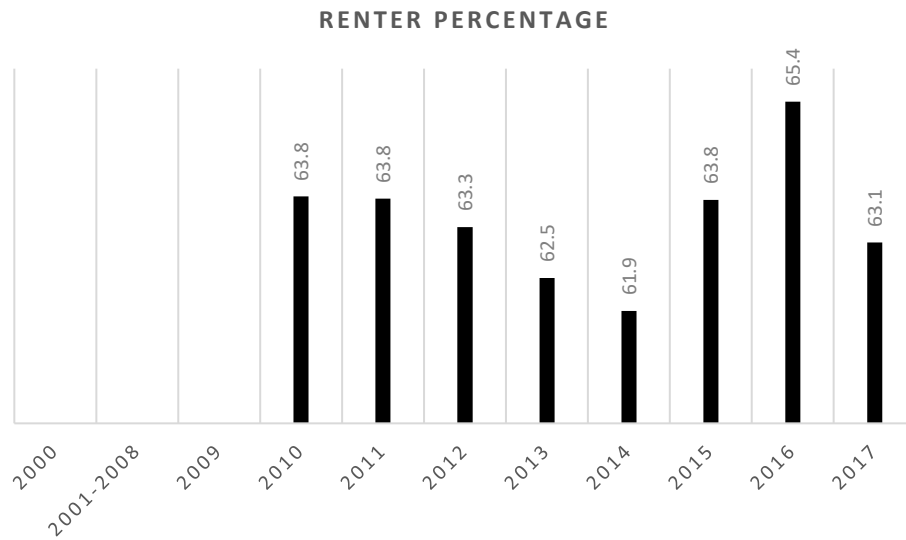


Figure 32: Oakley Renter Percentage from 2010-2017 (Bureau, 2017)

While the renter percentage does not have any clear trend, the property value, Figure 33, in Oakley has a decrease from 2010-2011, but then shows a steady increase until 2017. This change in property value increased from \$174,200 in 2010 to \$195,1600 in 2017 (Bureau, 2017).

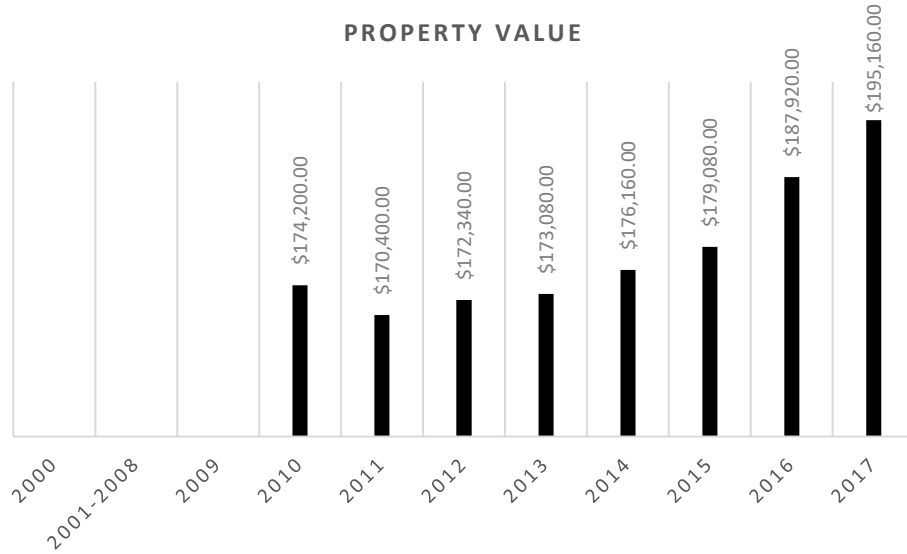


Figure 33: Oakley Property Value from 2010-2017 (Bureau, 2017)

Like the other demographic changes in the Oakley neighborhood, the vacancy percentage, Figure 34, does not show any clear trend. From 2010 to 2017, the vacancy

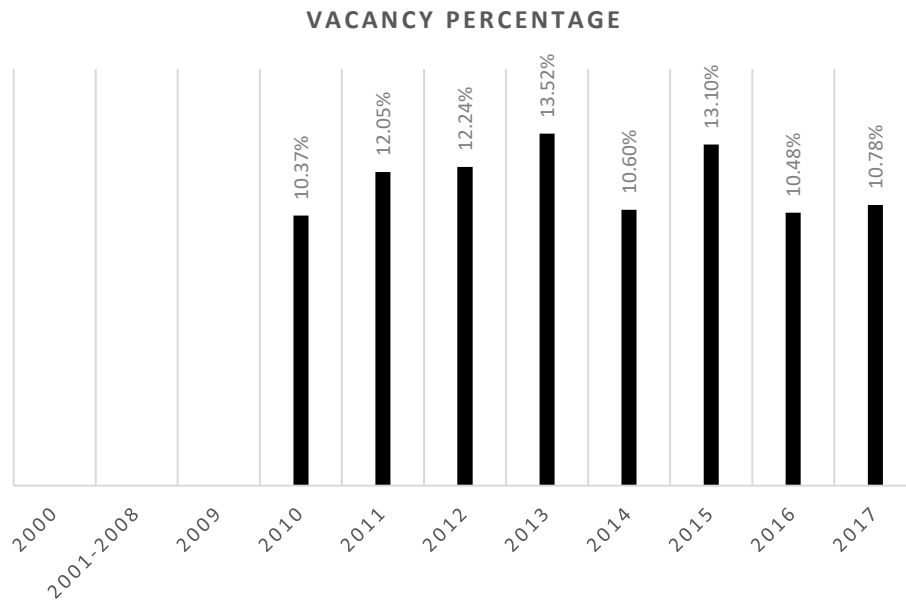


Figure 34: Oakley Vacancy Percentage from 2010-2017 (Bureau, 2017)

percentage only changes by 0.33% but shows high peaks of vacancy at 13% in 2013 and 2015 (Bureau, 2017).

In summary, the economic changes do not show any clear trend outside of an increase in property value. This data is incomplete and would be more informative if the 2000-2009 data were available.

Current Conditions

With 2017 American Census Data, the following current conditions are mapped within the Oakley neighborhood. These maps show the social and economic conditions within the neighborhood and indicated the location and a 150ft. radius around the brewpub within the neighborhood itself. These maps do not aim to create conclusive remarks regarding if a brewpub impacts these conditions, but to provide background on the current conditions. These conditions will be observed from a social and economic standpoint.

Social

Current social conditions within the neighborhood will be observed by looking at the mean age, household income, and household size. In the Oakley neighborhood, the mean age, Figure 35, is not consistent throughout the neighborhood. Most of the neighborhood is 25-25 years of age. The brewery is located within the center of the neighborhood but does is not reflective of any influence on the surrounding demographic.



Figure 35: Oakley Mean Age (Bureau, 2017; TIGER/Line® Shapefiles, 2017)

The household income and household size are reflected in Figure 36. These maps show that much of the neighborhood sits in the \$50,000-\$90,000 range while household size ranges from 1.5 and higher. The brewpub sits in the large household size area and the 50,000-60,000 range within the Oakley neighborhood.



Figure 36: Oakley Household Income and Household Size (Bureau, 2017; TIGER/Line® Shapefiles, 2017)

The social demographics of the Oakley neighborhood indicated that it is of a moderate-income and family-oriented area. These findings are reflective of the on-site observations that showed a suburban neighborhood.

Economic

To examine how the neighborhood looks in terms of the economic standpoint currently, renter percentage, vacancy percentage, and property values are observed. The property values and the rental percentages are shown in Figure 37. In Oakley, the property value is under \$200,000 for the entire neighborhood. The rental percentages range from under 50% to 70% within different portions of the neighborhood. The brewpub is located within the center of all the

different areas and does not indicate any reliable conclusive findings concerning the location and the demographics.



Figure 37: Oakley Property Value and Renter Percentage (Bureau, 2017; TIGER/Line® Shapefiles, 2017)

The vacancy percentage, Figure 38, in the Oakley neighborhood, is under 20% throughout the entire neighborhood. In summary, the economic condition of the neighborhood is consistent throughout the entire neighborhood. There are not significant outliers within the neighborhood. The location of the brewpub sits on transitional areas and does not indicate any conclusive finding as to the impact of brewpubs on the neighborhood.

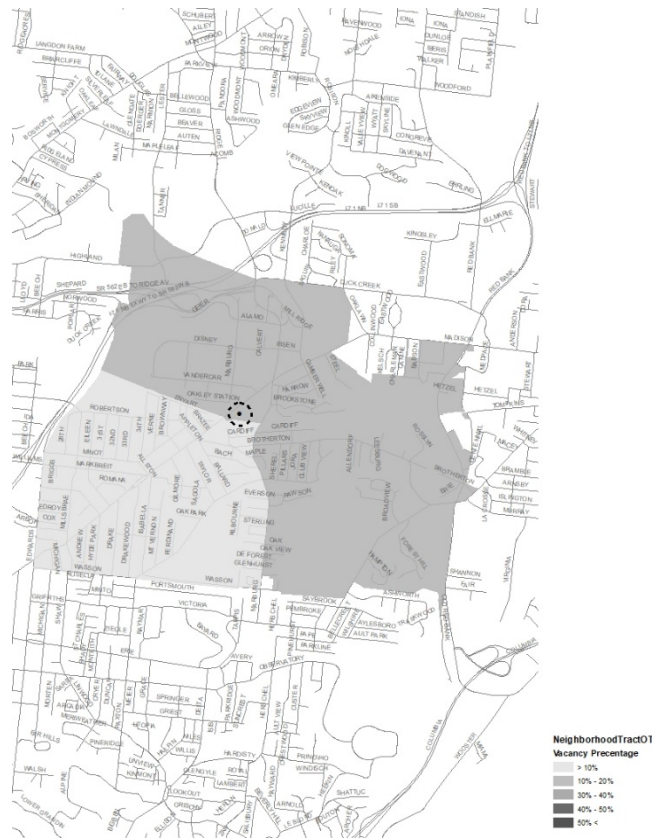


Figure 38: Oakley Vacancy Percentage (Bureau, 2017; TIGER/Line® Shapefiles, 2017)

Community Initiatives

The Oakley neighborhood is an annex suburban on the outskirts of Cincinnati. The Oakley area has a neighborhood group called the Oakley Community Council that oversees plans in the neighborhood, but it also under the jurisdiction of the City of Cincinnati and is affected by the development plans of the city. In 2019 an Oakley Master plan was approved by the Cincinnati City Council. This plan is the first comprehensive plan for the neighborhood. Other plans occurred throughout the neighborhood, such as:

- Oakley Square Neighborhood Business Urban Design Plan (1982)
- The Brotherton Court Urban Renewal Plan (1997)

- The Oakley Square Neighborhood Business District Urban Design Plan (2000)
- The Oakley North Urban Renewal Plan (2001)
- The Robertson Avenue Corridor Urban Renewal Plan (2001) (*Plan Cincinnati*, n.d.)

The comprehensive plan aims to envision what the neighborhood will become and provides guidelines for neighborhood policy. While the plan was approved by the City of Cincinnati, the plan is maintained by the Oakley Community Council who will manage and oversee the implementation of the plan (*Oakley Community Council - Oakley History*, n.d.).

Chapter 5 - Study Findings

Overview

This study collected a total of 64 surveys within three different neighborhoods in the Greater Cincinnati Region. This section will breakdown the overall results of the survey collection for the entire region and the results for each neighborhood surveyed. These surveys were collected in person between June 2019-August 2019. The surveys were collected at farmer's markets, businesses, and by walking throughout the neighborhood. Out of the 64 participants, 65% identified as residents and 20% as business owners, Figure 39. Of these participants, 39% reported that they rarely (1-3x a year) visited brewpubs, Figure 40, with 27% reported visiting frequently (1-3x a month).

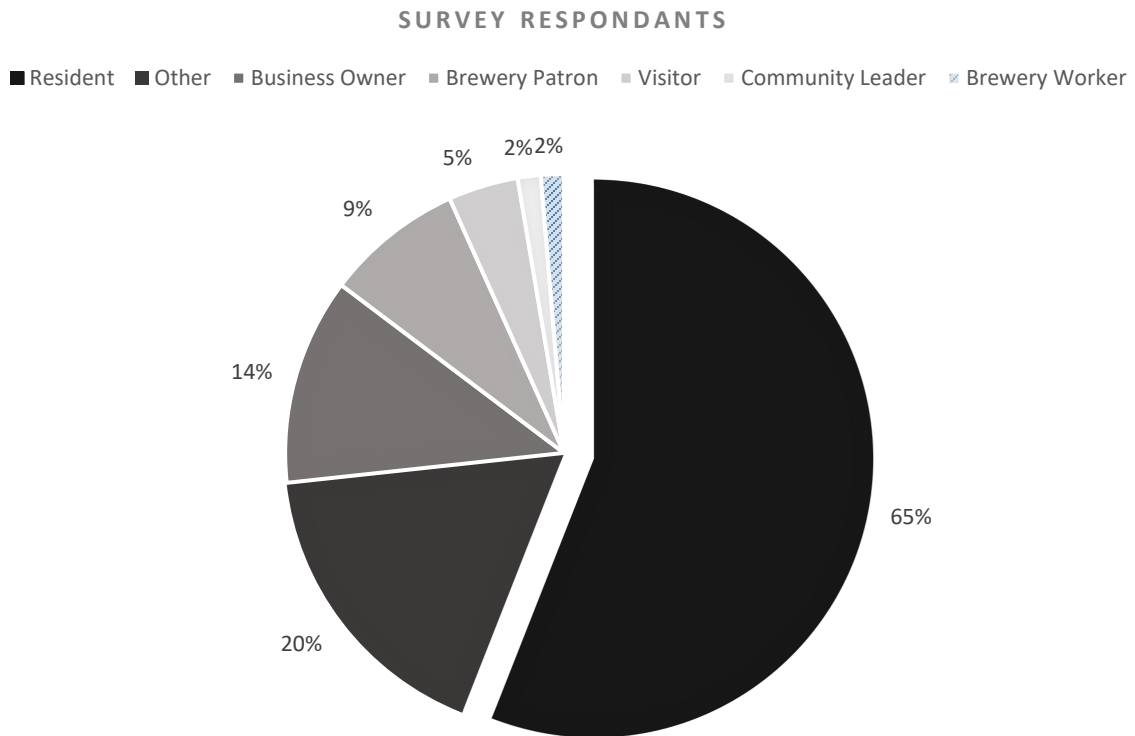


Figure 39: Survey Respondents

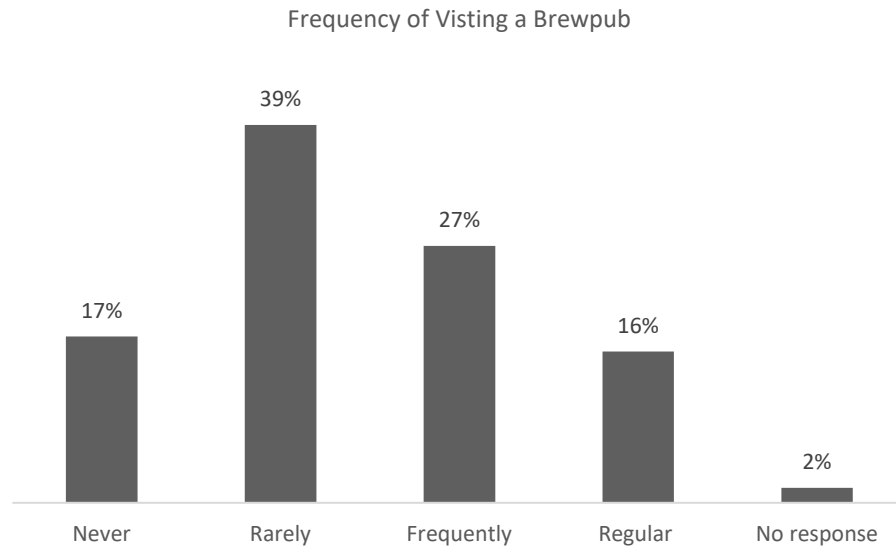


Figure 40: Respondents Frequency of Visiting a Brewpub

For all of the surveys collected, the following results were found, Figure 41. The majority of the participants that participated in the survey indicated that brewpubs had a positive social, economic, and overall impact on their neighborhoods. On a Likert scale of 1-5, with 5 being strongly agreed and 1 being strongly disagreed, the participated indicated a mean score of 3.25 neutral-agree for the overall positive impact on their neighborhood. Positive social impact scored a score of 3.38 neutral-agree, while a positive economic impact scored a 3.63 neutral-agree. These are the results for all survey participants.

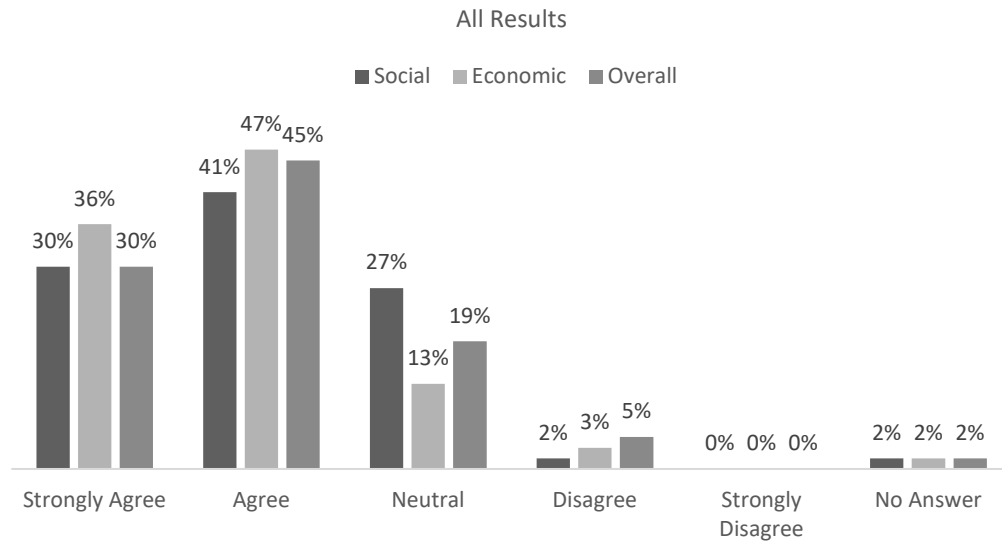


Figure 41: Cumulative Results

Survey participants had the opportunity to provide open-ended comments for the survey. These results were analyzed by keywords found in the written responses, along with favorable social and positive economic terms. The results of these comments are found in Figure 42. For the compiled results, 20% of respondents stated that they enjoy going to a brewpub. At the same time, 19% stated that brewpubs provided gathering spaces for the community. Other notable findings were that 16% made positive economic comments, while no comments were made for adverse economic.

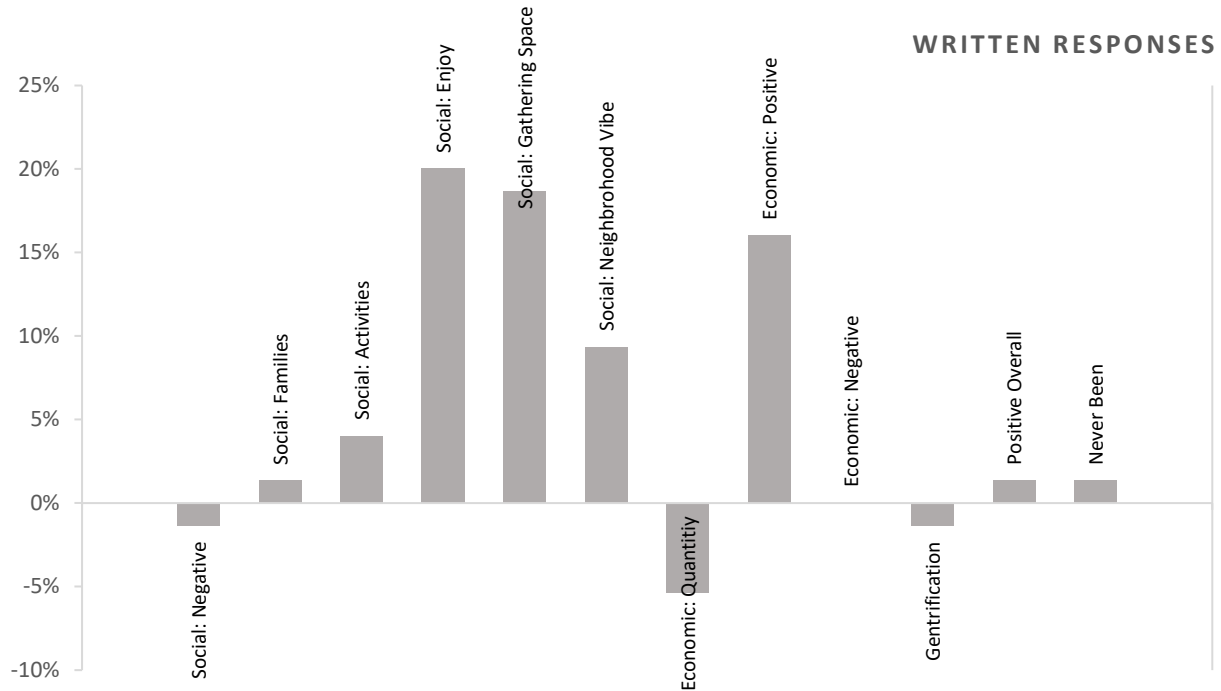


Figure 42: Cumulative Written Comments on Surveys

Residents

Once all the data was compiled an analysis as a collective, the results were broken into residents and their responses regarding their perception of brewpubs, Figure 43. Residents had more strongly agree-agree responses versus the compiled results. Majority of residents that responded perceived brewpubs to have positive social, economic, and overall impacts on the neighborhoods. The average score for the overall positive impact was 4 agree. This score for positive social impact is 4.02 strongly agree-agree, and positive economic impact was 4.12 strongly agree-agree.

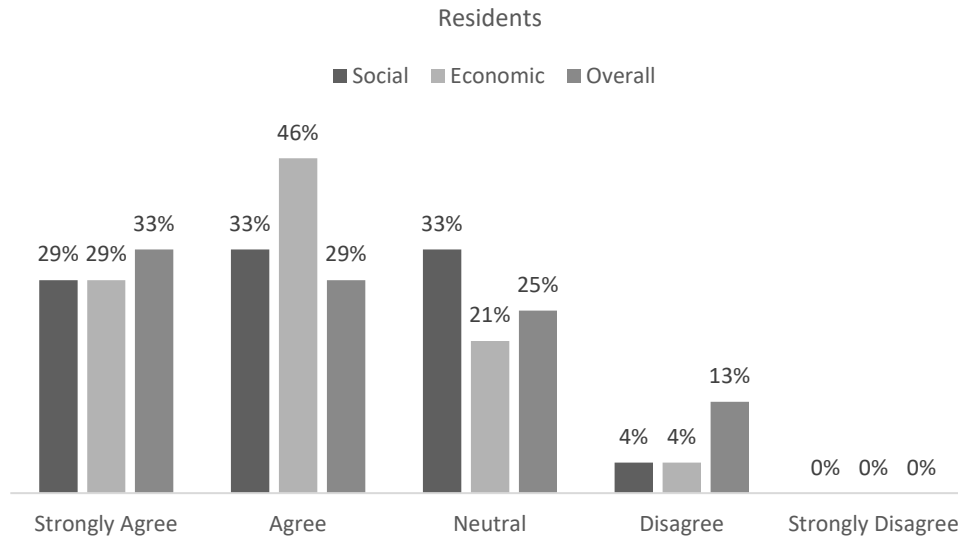


Figure 43: Cumulative Residents Responses

Business Owner

Business Owners were also observed. The result of business owner participants was that they leaned toward strongly agree-agree within their responses for impacts of brewpubs, Figure 44. The average score for the overall positive impact was 4.33 strongly agree-agree. This score for positive social impact is 4.22 strongly agree-agree, and positive economic impact was 4.67 strongly agree-agree.

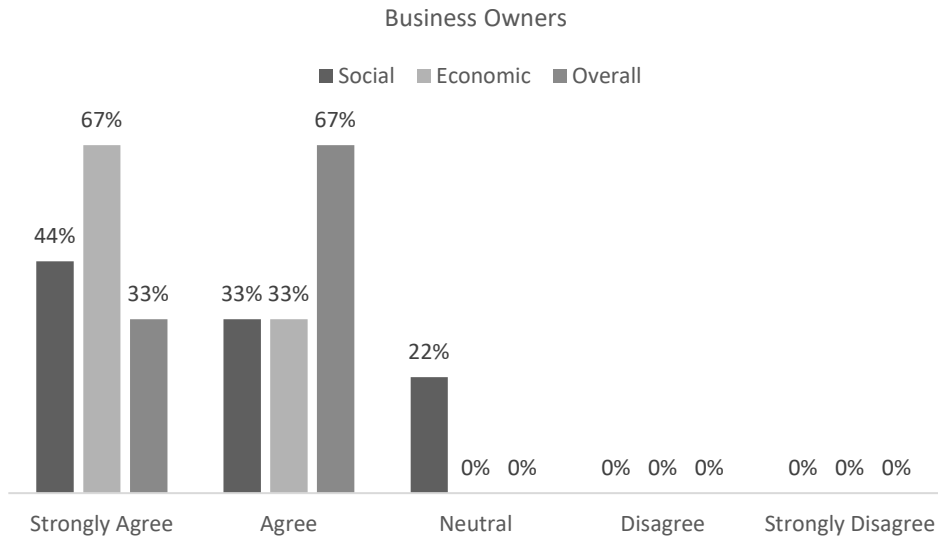


Figure 44: Cumulative Business Owners Responses

Mutter Gotter/Old Town

There were seven surveys collected in the Mutter Gotter/Old Town neighborhood. Of the participants in the Mutter Gotter/Old Town neighborhood, 43% of the participants surveyed were residents or indicated they were other. In contrast, only 14 % were business owners, Figure 45.

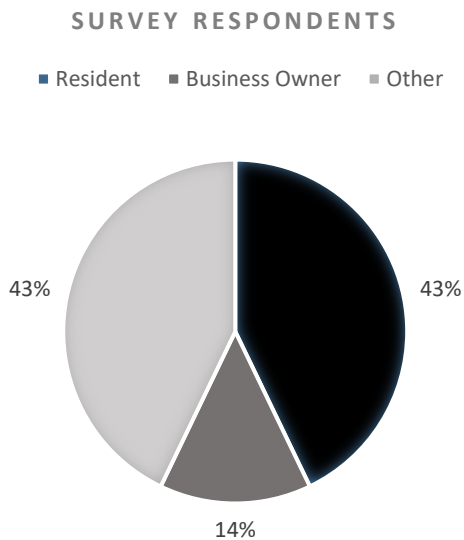


Figure 45: Mutter Gotter/Old Town Participants

The results of the surveys in the Mutter Gotter/Old Town indicate the participants agree that brewpubs have a positive social, economic, and overall impact on their neighborhood, Figure 46. The cumulative scores for an overall positive impact on neighborhoods were 3.25 neutral-agree. The cumulative score for a positive social impact was 3.38 neutral-agree, while a positive economic impact was 3.63 neutral-agree.

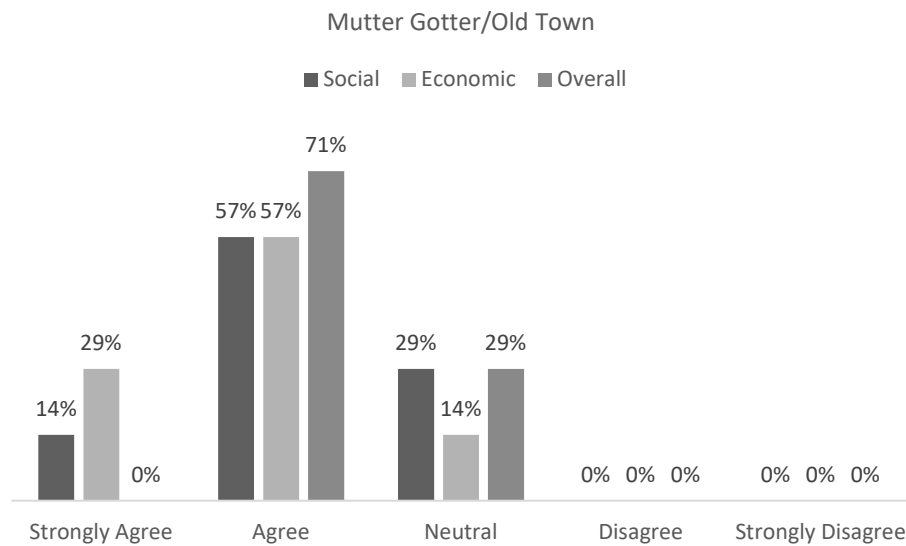


Figure 46: Mutter Gotter/Old Town Cumulative Responses

In the open-ended response section of the survey, the respondents were able to provide additional comments, Figure 47. In the Mutter Gotter/Old Town neighborhood, 27% of the participants indicated that brewpubs provided a gathering space for the neighborhood. It was also observed that 18% of participants enjoyed brewpubs, saw them as positive economic aspects, and provided a good neighborhood vibe.

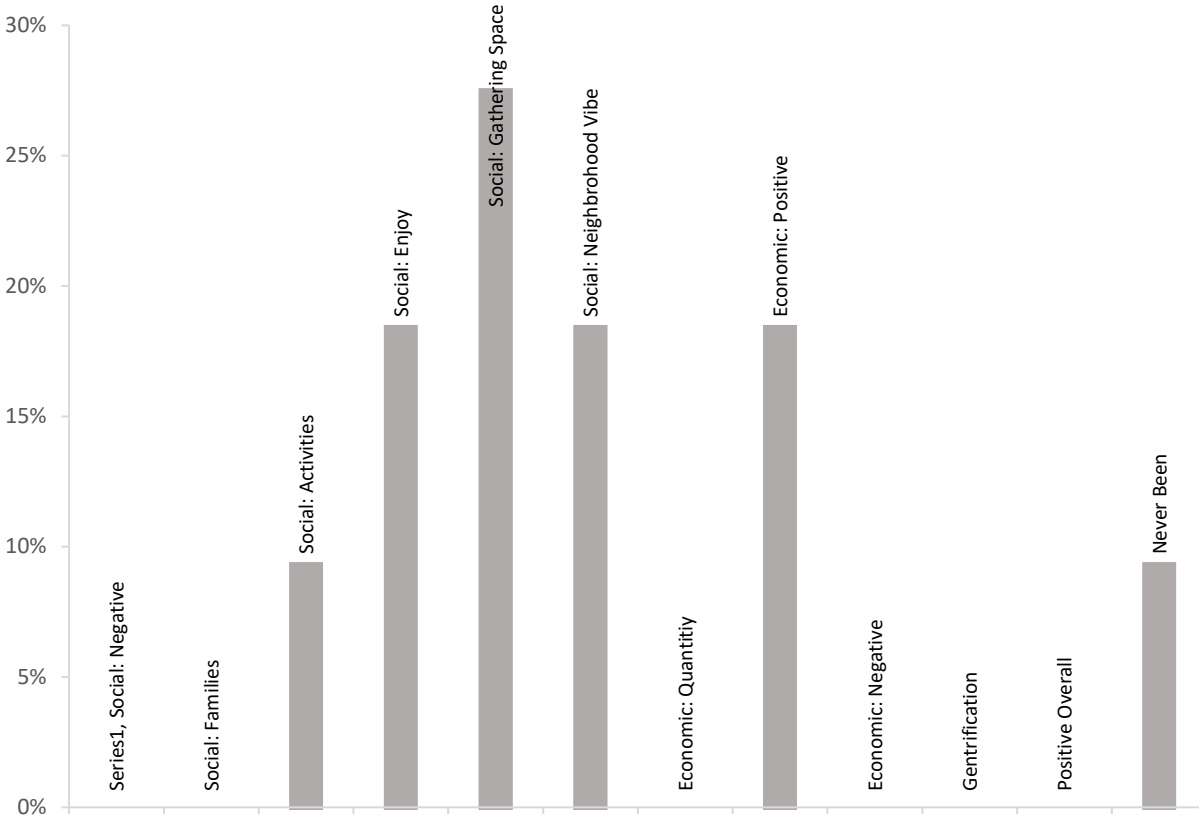


Figure 47: Mutter Gotter/Old Town Cumulative Written Responses

Residents

After examining the cumulative results of the neighborhood, the responses of the residents were examined. The results of the surveys of the residents who participated in the Mutter Gotter/Old Town neighborhood indicate the participants agree that brewpubs have a positive social, economic, and overall impact on their neighborhood, Figure 48. The cumulative scores for an overall positive impact on neighborhoods were 3.67 neutral-agree. The cumulative score for a positive social impact and the positive economic impact was four agree.

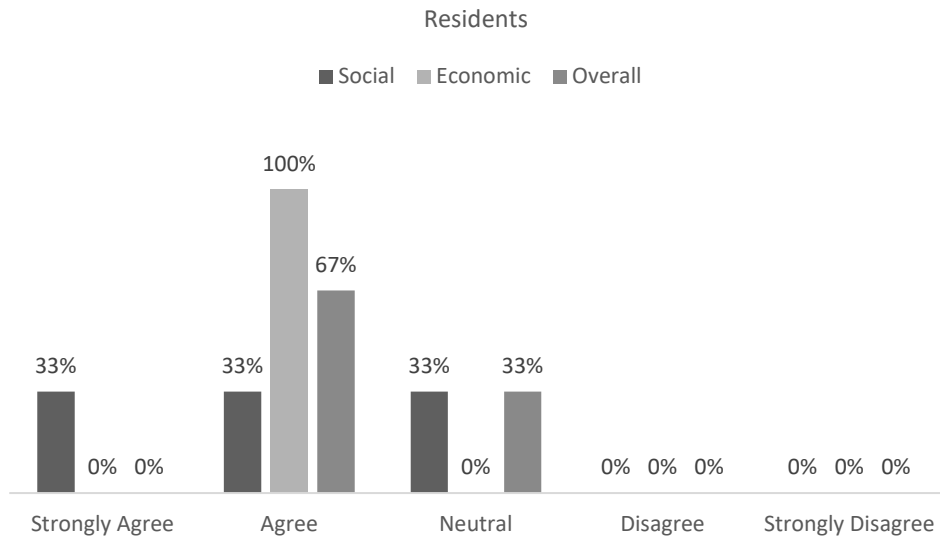


Figure 48: Mutter Gotter/Old Town Resident Responses

Over-the-Rhine

There were 33 surveys collected in the Over-the-Rhine neighborhood. Of the participants in the Over-the-Rhine neighborhood, 52% of the participants surveyed were residents. In contrast, only 18 % were business owners or indicated other, Figure 49. 6% of participants indicated that they were brewery patrons.

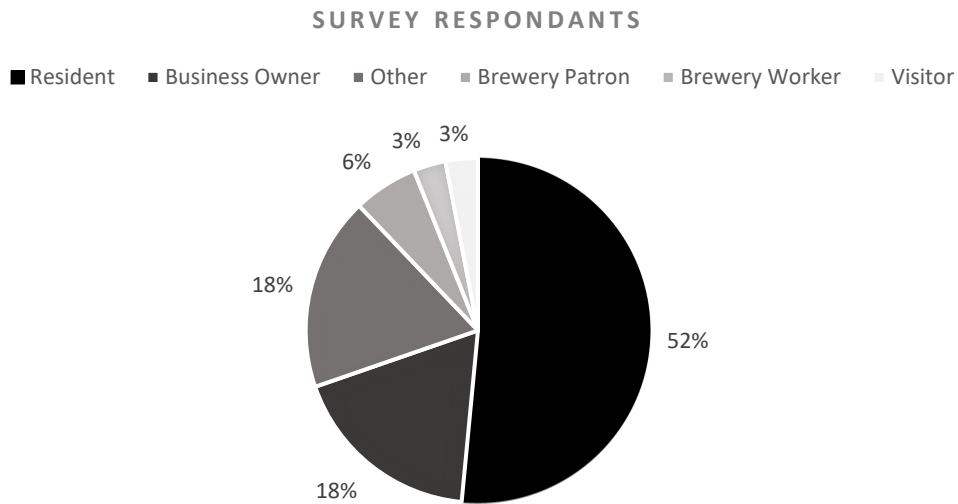


Figure 49: Over-the-Rhine Participants

The results of the surveys in the Over-the-Rhine indicate that the participants agree that brewpubs have a positive social, economic, and overall impact on their neighborhood, Figure 50. The cumulative scores for an overall positive impact on neighborhoods were 4.09 strongly agree-agree. The cumulative score for a positive social impact was 4 agree, while a positive economic impact was 4.21 strongly agree-agree.

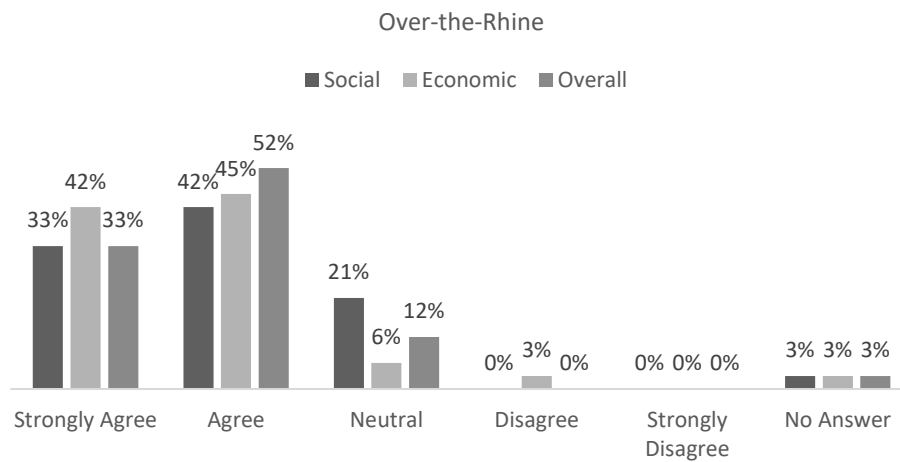


Figure 50: Over-the-Rhine Cumulative Responses

In the open-ended response section of the survey, the respondents were able to provide additional comments, Figure 51. In the Over-the-Rhine neighborhood, 27% of the participants indicated that they enjoyed going to brewpubs. It was also observed that 21% of participants saw brewpubs as positive economic aspects and that they provided a good neighborhood gathering space.

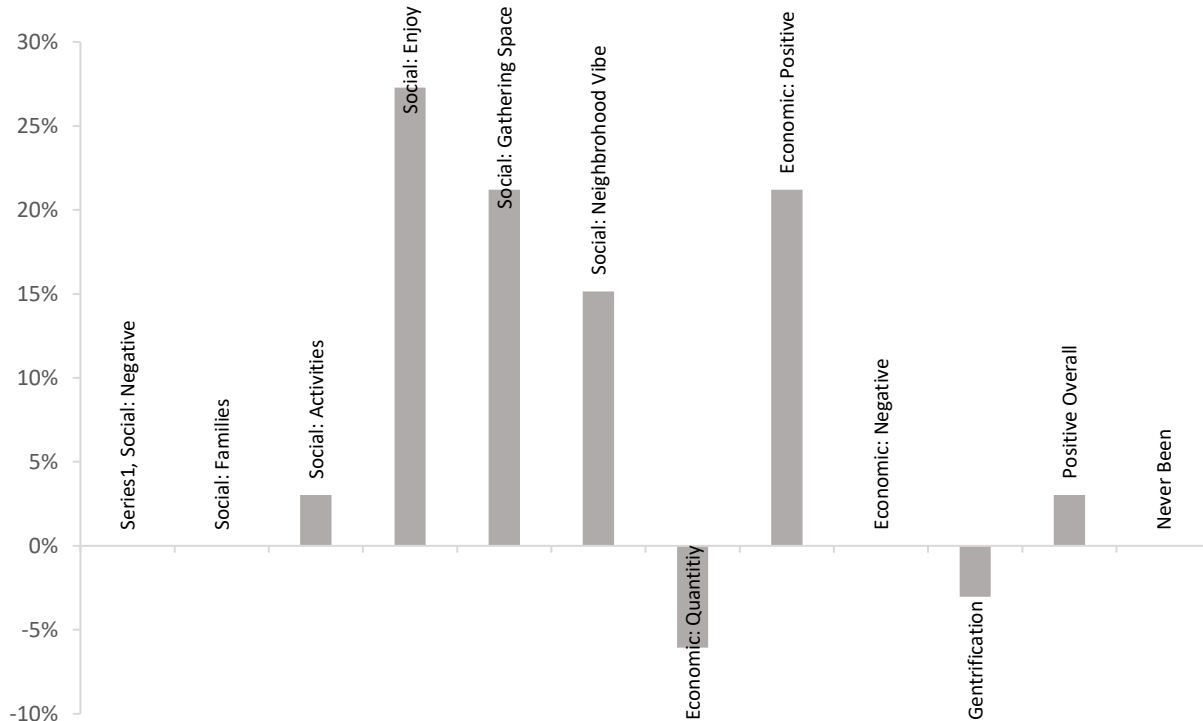


Figure 51: Over-the-Rhine Cumulative Written Responses

Residents

After examining the cumulative results of the neighborhood, the responses of the residents were examined. The results of the surveys of the residents who participated in the

Over-the-Rhine neighborhood indicate the participants agree that brewpubs have a positive social, economic, and overall impact on their neighborhood, Figure 52. The cumulative scores for an overall positive impact on neighborhoods were 4.44 strongly agree-agree. The

cumulative score for a positive social impact was 4.33 strongly agree-agree. In contrast, a positive economic impact was 4.83 strongly agree-agree.

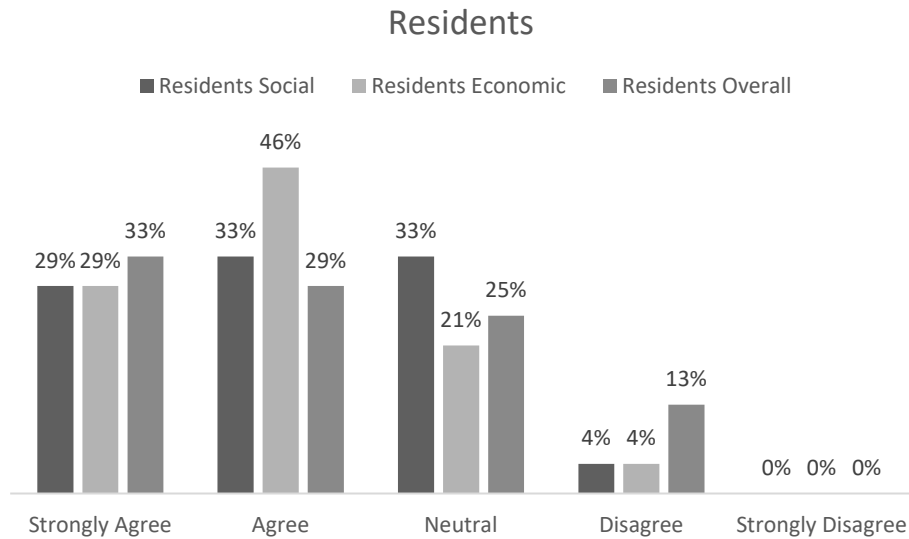


Figure 52: Over-the-Rhine Resident Responses

Business Owners

The results of the surveys of the business owners were also examined in the Over-the-Rhine neighborhood. The results of the business owners' responses indicate that the participants agree that brewpubs have a positive social, economic, and overall impact on their neighborhood, Figure 53. The cumulative scores for an overall positive impact on neighborhoods were 4.50 strongly-agree. The cumulative score for a positive social impact was 4.33 strongly agree-agree. In contrast, a positive economic impact was 4.83 strongly agree-agree.

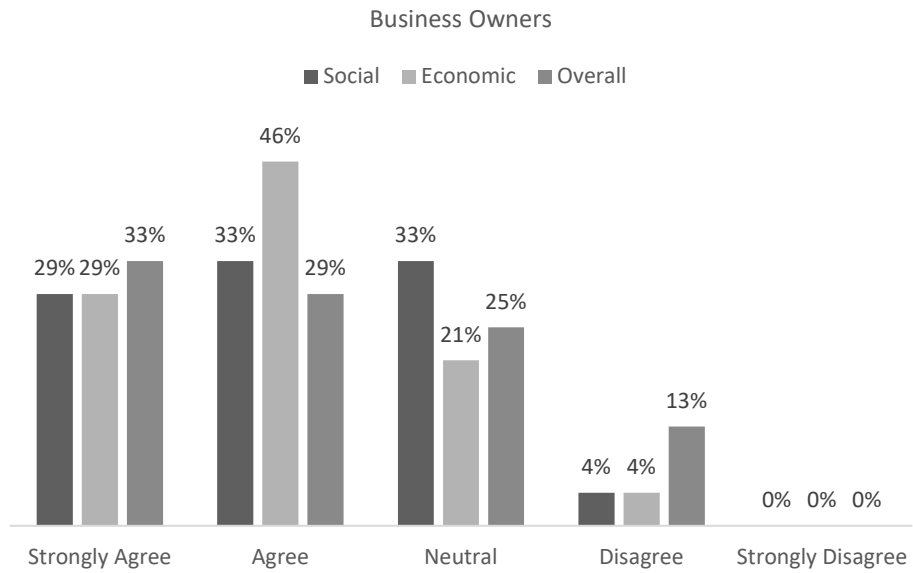


Figure 53: Over-the-Rhine Business Owners Responses

Oakley

There were 24 surveys collected in the Oakley neighborhood. Of the participants in the Oakley neighborhood, 92% of the participants surveyed were residents, Figure 54.

SURVEY RESPONDANTS

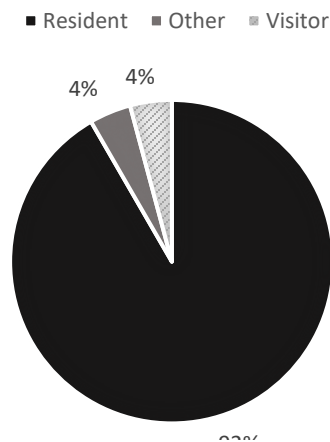


Figure 54: Oakley Participants

The results of the surveys in the Oakley indicate that the participants agree that brewpubs have a positive social, economic, and overall impact on their neighborhood, Figure 55. The cumulative scores for an overall positive impact on neighborhoods were 3.83 neutral-agree. The cumulative score for a positive social impact was 3.88 neutral-agree, while a positive economic impact was 4.05 strongly agree-agree.

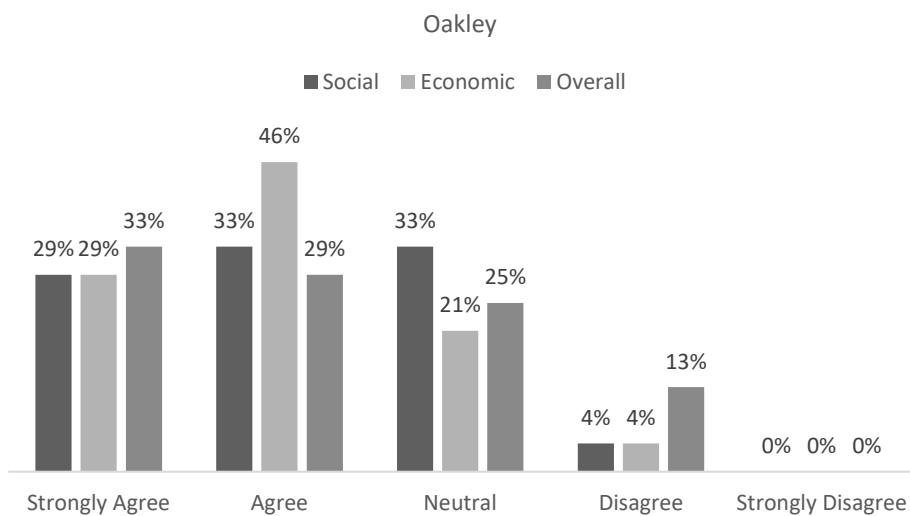


Figure 55: Oakley Cumulative Responses

In the open-ended response section of the survey, the respondents were able to provide additional comments, Figure 56. In the Oakley neighborhood, 25% of the participants indicated that they enjoyed going to brewpubs and that they provided gathering spaces for the neighborhood. It was also observed that 19% of participants saw brewpubs as positive economic aspects.

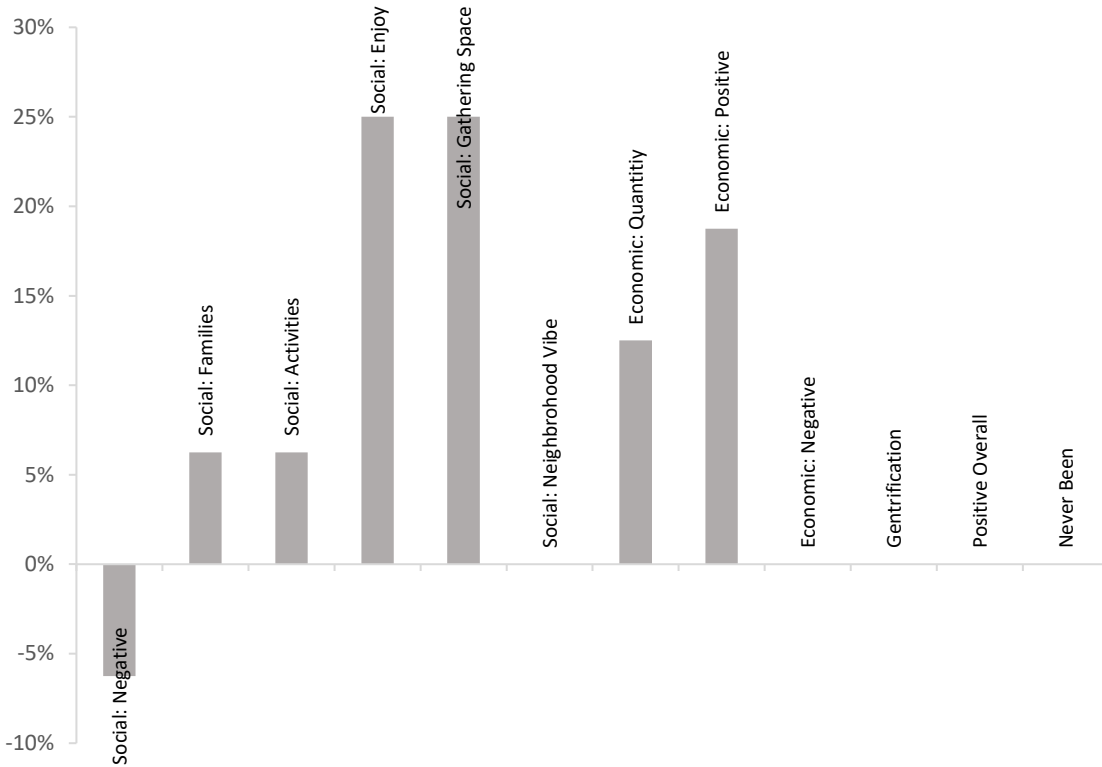


Figure 56: Oakley Written Responses

Residents

After examining the cumulative results of the neighborhood, the responses of the residents were examined. The results of the surveys of the residents who participated in the Oakley neighborhood indicate the participants agree that brewpubs have a positive social, economic, and overall impact on their neighborhood, Figure 57. The cumulative scores for an overall positive impact on neighborhoods were 3.91 neutral-agree. The cumulative score for a positive social impact was 3.95 neutral-agree, while a positive economic impact was 4.05 strongly agree-agree.

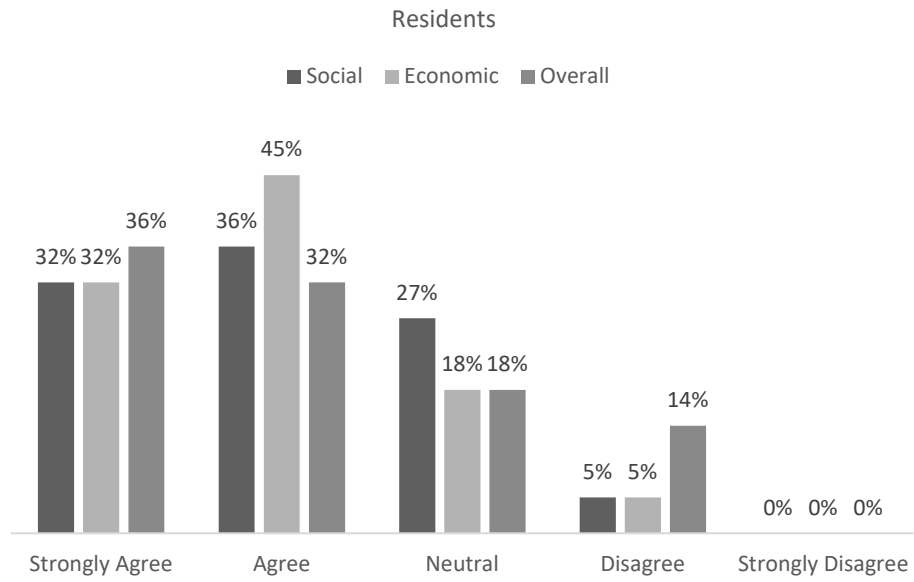


Figure 57: Oakley Resident Responses

Chapter 6 - Limitations

This pilot study is only an initial investigation of what can impact community redevelopment an urban renewal in neighborhoods. This study is not without limitations, and constraints should be carefully when making conclusive statements regarding the impact of brewpubs on social and economic change. These changes can be made for a wide range of reasons, and brewpubs could only be one consideration of the change. In addition to the constraints of conclusive evidence that brewpubs provide social and economic change, due to the low number of surveys collected within these neighborhood, inconclusive results regarding the perceptions of brewpubs in neighborhoods should be considered with definitive statements about how individuals within these neighborhood view brewpubs.

Data collection should also be carefully considered when making definitive claims about this data. Due to the restrictive time that was available to data collection, surveys were collected during the summer and on the weekends. During the data collection time, it was observed that tourists and other nonresidents were frequently present within the neighborhood, and these facts influence the number and quality of data collected for this study.

The background social and economic demographics within the neighborhood data should also be carefully considered, and no definitive causative findings should be determined. This data is only to be used to describe and provide background information for each of the three neighborhoods in the Greater Cincinnati Region.

Chapter 7 - Future Research

This pilot study serves as a starting point to investigate neighborhood change and impacts on the social and economic changes that could result from Brewpub. This study does not aim to make any conclusive findings but does provide the opportunity to investigate further research.

Further research could involve any of the following ideas and investigations:

- Business Development with the Greater Cincinnati Region
- Social Change and contributing factors with urban neighborhoods
- Land Use Change about industry
- Economic trends within urban neighborhoods

These research ideas are only a few investigative routes that could be further investigated within the neighborhoods and in relation to the development of brewpubs within urban neighborhoods.

Chapter 8 - Conclusions and Final Thoughts

As a pilot study, this survey and data collection goal was to understand the initial conditions of neighborhood and perceptions of neighborhood impacts within an urban area. This study did not try to answer if there was a definitive impact of brewpubs on neighborhoods, but to understand how individuals perceived brewpubs within their neighborhoods. Through the survey collection, it was clear that most of the participating viewed brewpubs to have a positive overall, the social, and economic impact on neighborhoods.

With this study being a pilot investigation, the potential for future research and opportunities for investigation range from a more in-depth understanding of social interacts within the neighborhoods, land-use change and regulations, and economic trends within urban neighborhoods. As a result of the survey, most participants perceived brewpubs to have a positive overall, the social, and economic impact on their neighborhood. Unfortunately, while individuals perceive that brewpubs have a positive impact, there is no clear trend, conclusive data, or definitive conclusion related to the establishment of a brewpub that can be made from the currently available data studying the neighborhood change in the Greater Cincinnati Region.

Looking at the original research question, the first of the two questions were answered:

Do the community members perceive Brewpubs as having a positive impact on the neighborhood?

- a) Participants, as a collective perceived brewpub, had a positive impact in their neighborhoods.
- b) Participated perceived a higher positive economic impact, 3.63, than social impact, 3.38.

- c) Participants believe that brewpubs provided gathering spaces for the community.
- d) The business owner had a higher positive reaction to having brewpubs within their neighborhoods.

Do brewpubs have a positive economic and social impact on neighborhood development after the in urban neighborhoods in the Greater Cincinnati Region?

This question was not able to be answered definitively due to the lack of quantitative data that would be needed to understand the economic and social factors within neighborhoods. The participants' perception is that there is a positive impact, but no data was able to answer this question.

So, this brings up the question of, do brewpubs contribute or influence urban revitalization efforts? As planners and design professionals, we are tasked with planning for the future while respecting, understanding, and incorporating ideas and values from the community. Planning for the future is not an easy task. As planners, we have been asked to examine ideas and processes that aim at improving our existing communities and envisioning how our communities will form in the future. These efforts come in many forms, such as revitalization projects, main street redevelopments, master planning, and incubation businesses. In the Greater Cincinnati Region and many communities around the United States, urban renewal and revitalization efforts are taking place to serve the community better and to make safer places for people to live, by providing clean and welcoming communities within urban neighborhoods. These strategic efforts for some cities have been paired with a new industry or only community effort. This partnership

with planning strategies and community or industry is where brewpubs have begun to find their niche within the planning and design professions.

Brewpubs and the brewery industry have found a way to establish themselves in large underutilized urban buildings. They are skilled at crafted an identity for themselves and in the Greater Cincinnati Region for their communities. As serving as an anchor business for neighborhoods, brewpubs could be influencing future change. This influence could be shown in the economic and social effects after the establishment of the brewpub themselves. If change has occurred after the development of brewpub, we can use breweries and similar business as indicators for possible future change.

On the other hand, investigation of what other influences are in play within the neighborhood that could be influencing change is essential. This investigation is where planners and other design professionals come into play regarding revitalization and economic growth in urban areas. As we look to the future of our communities, we need to examine; what efforts are being made, what types of economies are being supported, and what neighborhood and community strategies are being utilized to enact change or manage the growth of our urban neighborhoods. These structural and external influences will be essential to understanding and envisioning the future of the communities.

Bibliography

America's Most Endangered Historic Places | National Trust for Historic Preservation. (n.d.).

Retrieved February 12, 2020, from <https://savingplaces.org/americas-most-endangered-historic-places>

Barajas, J. M., Boeing, G., & Wartell, J. (2018). Neighborhood Change, One Pint at a Time: The Impact of Local Characteristics on Craft Breweries. *ArXiv:1802.03140 [Stat]*.

<http://arxiv.org/abs/1802.03140>

Braxton Brewing Company. (n.d.). Braxton Brewing Company. Retrieved July 13, 2019, from

<http://www.braxtonbrewing.com/>

Brewery, C. M. (n.d.). *THE BEER THAT BUILT CINCINNATI*. CHRISTIAN MOERLEIN BREWING CO. Retrieved July 13, 2019, from <https://christianmoerlein.com/>

Brewing, M. (n.d.). *MadTree Brewing*. MadTree Brewing. Retrieved July 13, 2019, from

<https://www.madtreebrewing.com/home>

Bureau, U. S. C. (2017). *American FactFinder*.

<https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>

Business First Grant | OTR Chamber of Commerce. (n.d.-a). Retrieved February 11, 2020, from

<https://www.otrchamber.com/businessfirstgrant>

Business First Grant | OTR Chamber of Commerce. (n.d.-b). Retrieved February 11, 2020, from

<https://www.otrchamber.com/businessfirstgrant>

Campo, D., & Ryan, B. D. (2008). The Entertainment Zone: Unplanned Nightlife and the

Revitalization of the American Downtown. *Journal of Urban Design*, 13(3), 291–315.

<https://doi.org/10.1080/13574800802319543>

- Carroll, G. R., & Swaminathan, A. (2000). Why the Microbrewery Movement? Organizational Dynamics of Resource Partitioning in the U.S. Brewing Industry. *American Journal of Sociology*, 106(3), 715–762. <https://doi.org/10.1086/318962>
- Cincinnati, Ohio—Ohio History Central. (n.d.). Retrieved January 15, 2020, from https://ohiohistorycentral.org/w/Cincinnati,_Ohio
- Cincinnati, OH-KY-IN | Data USA. (n.d.). Retrieved January 15, 2020, from <https://datausa.io/profile/geo/cincinnati-middletown-oh-ky-in-metro-area>
- City of Cincinnati City Planning Department. (1984). *Over-the-Rhine Comprehensive Plan*. <https://www.cincinnati-oh.gov/planning/assets/File/OTR%20Comprehensive%20Plan%201984.pdf>
- City of Cincinnati City Planning Department. (2002). *Over-the-Rhine Comprehensive Plan*. https://www.cincinnati-oh.gov/planning/assets/File/2002_otr_comprehensive_plan.pdf
- City of Cincinnati City Planning Department. (2003). *Over-the-Rhine Historic District: Designation Report*. <https://www.cincinnati-oh.gov/buildings/historic-conservation/local-conservation-guidelines/over-the-rhine-historic-district/>
- City of Covington, KY. (n.d.-a). *City-wide Economic Development Strategy*. Retrieved February 11, 2020, from <http://www.covingtonky.gov/forms-documents/view/-city-wide-economic-development-strategy>
- City of Covington, KY. (n.d.-b). *Neighborhoods*. Retrieved February 11, 2020, from <https://www.covingtonky.gov/residents/neighborhoods>
- Coyle, S. J. (2011). *Sustainable and Resilient Communities: A Comprehensive Action Plan for Towns, Cities, and Regions*. John Wiley & Sons.

- Craft Beer Industry Market Segments*. (2018, June 13). Brewers Association.
<https://www.brewersassociation.org/statistics/market-segments/>
- Feeney, A. E. (2017). Cultural heritage, sustainable development, and the impacts of craft breweries in Pennsylvania. *City, Culture and Society*, 9, 21–30.
<https://doi.org/10.1016/j.ccs.2017.03.001>
- Flora, C. B., Flora, J. L., & Gasteyer, S. P. (2016). *Rural Communities: Legacy + Change*. Routledge.
- Fotino, F., Calabrese, M., & Lettieri, M. (2018). Co-creating value in urban public policy contexts: A different approach. *Land Use Policy*, 79, 20–29.
<https://doi.org/10.1016/j.landusepol.2018.06.010>
- Grodach, C., & Loukaitou-Sideris, A. (2007). CULTURAL DEVELOPMENT STRATEGIES AND URBAN REVITALIZATION: A survey of US cities. *International Journal of Cultural Policy*, 13(4), 349–370. <https://doi.org/10.1080/10286630701683235>
- Here's A Complete List of Cincinnati Breweries*. (2017, February 21). Cincy Weekend.
<http://www.cincyweekend.com/full-list-of-cincinnati-breweries/>
- Historical U.S. Brewery Count*. (2018, June 13). Brewers Association.
<https://www.brewersassociation.org/statistics/number-of-breweries/>
- Imbroscio, D. L. (2003). Overcoming the Neglect of Economics in Urban Regime Theory. *Journal of Urban Affairs*, 25(3), 271–284. <https://doi.org/10.1111/1467-9906.00165>
- Immergluck, D. (2008). Neighborhood Economic Development and Local Working: The Effect of Nearby Jobs on Where Residents Work*. *Economic Geography*, 74(2), 170–187.
<https://doi.org/10.1111/j.1944-8287.1998.tb00111.x>

- Lees, L. (2008). Gentrification and Social Mixing: Towards an Inclusive Urban Renaissance? *Urban Studies*, 45(12), 2449–2470. <https://doi.org/10.1177/0042098008097099>
- Markusen, A., & Gadwa, A. (2010). Arts and Culture in Urban or Regional Planning: A Review and Research Agenda. *Journal of Planning Education and Research*, 29(3), 379–391. <https://doi.org/10.1177/0739456X09354380>
- Molotch, H. (1976). The City as a Growth Machine: Toward a Political Economy of Place. *American Journal of Sociology*, 82(2), 309–332.
- Molotch, H., & Logan, J. (1984). Tensions in the Growth Machine: Overcoming Resistance to Value-Free Development. *Social Problems*, 31(5), 483–499. <https://doi.org/10.2307/800236>
- Morgan, M. D. (2010). *Over-the-Rhine: When Beer Was King*. Arcadia Publishing.
- Nelson, K. P. (1988). *Gentrification and Distressed Cities: An Assessment of Trends in Intrametropolitan Migration*. University of Wisconsin Press.
- Nilsson, I., Reid, N., & Lehnert, M. (2018). Geographic Patterns of Craft Breweries at the Intraurban Scale. *The Professional Geographer*, 70(1), 114–125. <https://doi.org/10.1080/00330124.2017.1338590>
- Oakley Community Council—Oakley History*. (n.d.). Retrieved January 15, 2020, from <https://www.oakleynow.com/Oakley-History>
- OTR Brewery District | Cincinnati, OH*. (n.d.). Retrieved January 15, 2020, from https://www.otrbrewerydistrict.org/history_district.php
- Over The Rhine Foundation*. (n.d.). Retrieved January 15, 2020, from http://www.otrfoundation.org/OTR_Facts_Figures.htm

- Plan Cincinnati*. (n.d.). Retrieved January 15, 2020, from <http://mura.cincinnati-oh.gov/planning/plan-cincinnati/>
- Reid, N. (2018). Craft breweries, adaptive reuse, and neighborhood revitalization. *Urban Development Issues*, 57(1), 5–14. <https://doi.org/10.2478/udi-2018-0013>
- Renaissance Covington*. (n.d.). Renaissance Covington. Retrieved January 15, 2020, from <https://www.rcov.org>
- Rhinegeist Brewery*. (n.d.). Rhinegeist Brewery. Retrieved July 13, 2019, from <https://rhinegeist.com/>
- Richards, G., & Wilson, J. (2006). The creative turn in regeneration: Creative spaces, spectacles and tourism in cities. In M. K. Smith (Ed.), *Tourism, culture and regeneration* (pp. 12–24). CABI. <https://doi.org/10.1079/9781845931308.0012>
- Schnell, S. M., & Reese, J. F. (2003). Microbreweries as Tools of Local Identity. *Journal of Cultural Geography*, 21(1), 45–69. <https://doi.org/10.1080/08873630309478266>
- Staff, W. D. (2019, July 15). *Cincinnati ranks among top cities in the nation for most craft breweries*. WLWT. <https://www.wlwt.com/article/cincinnati-ranks-among-top-cities-in-the-nation-for-most-craft-breweries/28394376>
- Stern, M. J., & Seifert, S. C. (2010). Cultural Clusters: The Implications of Cultural Assets Agglomeration for Neighborhood Revitalization. *Journal of Planning Education and Research*, 29(3), 262–279. <https://doi.org/10.1177/0739456X09358555>
- Taft's Ale House*. (n.d.). Retrieved July 13, 2019, from <http://taftsalehouse.com/>
- The Brewery District Community Urban Redevelopment Corporation. (2013). *Brewery District Master Plan: A Strategy for Re-populating Cincinnati's Brewery District*.

[https://www.cincinnati-](https://www.cincinnati-oh.gov/planning/assets/File/2013_brewery_district_master_plan.pdf)

[oh.gov/planning/assets/File/2013_brewery_district_master_plan.pdf](https://www.cincinnati-oh.gov/planning/assets/File/2013_brewery_district_master_plan.pdf)

The City of Covington, Kentucky—Official Government Website. (n.d.). Retrieved February 11, 2020, from <https://www.covingtonky.gov/>

Wachter, S. M., & Zeuli, K. A. (2013). *Revitalizing American Cities*. University of Pennsylvania Press. <http://ebookcentral.proquest.com/lib/ksu/detail.action?docID=3442289>

Weiler, S. (2000). Pioneers and Settlers in Lo-Do Denver: Private Risk and Public Benefits in Urban Redevelopment. *Urban Studies*, 37(1), 167–179.

<https://doi.org/10.1080/0042098002348>

Welcome to Beer Country. (2018, June 13). American Planning Association.

<https://www.planning.org/planning/2015/feb/welcometobeer.htm>

Zukin, S. (1987). Gentrification: Culture and Capital in the Urban Core. *Annual Review of Sociology*, 13(1), 129–147. <https://doi.org/10.1146/annurev.so.13.080187.001021>

Appendix A - Survey

What is your role in the community? (circle as many that apply)

Resident Business Owner Brewery Worker Brewery Owner
Community Leader Brewery Patron Other:

How often do you visit brewpubs?

Never Rarely (1-3x a year) Frequently (1-3x a month) Regular Patron (weekly)

Do you think that brewpub(s) have a positive impact on the social factors of your neighborhood?

Strongly Disagree Disagree Neutral Agree Strongly Agree

Do you think that brewpub(s) have a positive impact on the economic factors of your neighborhood?

Strongly Disagree Disagree Neutral Agree Strongly Agree

Do you think brewpub(s) have a positive overall impact on your neighborhood?

Strongly Disagree Disagree Neutral Agree Strongly Agree

What is your perception of brewpub(s) in your neighborhood?

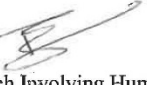
Appendix B - IRB Approval



University Research Compliance Office

TO: Dr. Huston Gibson
Landscape Architecture/Regional and Community Planning
1086 Seaton Hall

Proposal Number: 9787

FROM: Rick Scheidt, Chair 
Committee on Research Involving Human Subjects

DATE: 06/10/2019

RE: Proposal Entitled, "Perceived Social and Economic Impacts of Brewpubs in Neighborhoods of the Greater Cincinnati Region"

The Committee on Research Involving Human Subjects / Institutional Review Board (IRB) for Kansas State University has reviewed the proposal identified above and has determined that it is EXEMPT from further IRB review. This exemption applies only to the proposal - as written - and currently on file with the IRB. Any change potentially affecting human subjects must be approved by the IRB prior to implementation and may disqualify the proposal from exemption.

Based upon information provided to the IRB, this activity is exempt under the criteria set forth in the Federal Policy for the Protection of Human Subjects, **45 CFR §46.101, paragraph b, category: 2, subsection: ii.**

Certain research is exempt from the requirements of HHS/OHRP regulations. A determination that research is exempt does not imply that investigators have no ethical responsibilities to subjects in such research; it means only that the regulatory requirements related to IRB review, informed consent, and assurance of compliance do not apply to the research.

Any unanticipated problems involving risk to subjects or to others must be reported immediately to the Chair of the Committee on Research Involving Human Subjects, the University Research Compliance Office, and if the subjects are KSU students, to the Director of the Student Health Center.