

Bringing Live Music to the Main Stage:

A Neighborhood Analysis of Music Venues and Their Surrounding Areas

by

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A REPORT

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Abstract:

Often cities are in a perpetual struggle to increase or maintain community development within their districts; how can cities revitalize struggling neighborhoods? How can cities bring energy and life into portions of the downtown? How can cities encourage development for night-time destinations? There is no clear-cut answer to these questions, but this study will examine what amenities within districts may be in the presence of successful music venues.

I will determine the district-based criteria for potential venue placement for success based on multiple case studies of different venues located within St. Louis, MO; Omaha, NE; and Indianapolis, IN as described in Yin's Case Study Research (2009). These case studies will be compared using the community capital framework (Green & Haines, 2012) using a matrix based upon a) social, b) physical, c) financial, and d) cultural capitals. Each study will contain both qualitative and quantitative analysis in order to tell the story of each district for more comprehensive analysis.

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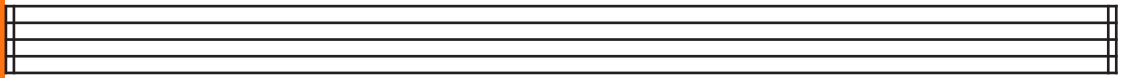
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Chapter 1

Introduction



Music is a large aspect of culture, especially within the United States, to the point where it has begun to even create its own subcultures. A cultural aspect that has such a drastic impact on the United States could too have a major impact on a smaller scale, such as that of a city or smaller yet, a district. From increased tourist activity, to increased spending, or simply new life being brought into an area, music venues can have a highly desirable impact on districts. City planners strive towards the betterment of their city and the success of the city as a whole, which includes many different facets of development. However, there is no 'magic cure' or development that will be successful in all places; there are countless influences of different degrees that can affect different types of development and establishments in different areas. Can the areas around certain types of successful development be studied to determine similarities? Can city planners and developers 'read the story' of other successful areas and draw connections to help write their own? This study will examine this concept in an attempt to draw conclusions about whether or not there are any similarities between the districts or neighborhoods that house three different small live-music venues throughout the Midwest.

Small, local music venues have the potential to reactivate an area, and draw in further development as well as new life. This study will examine and analyze districts in which selected small live-music venues are located and the physical elements that exist within these respective districts and the social, financial, and cultural aspects that may have impacts. In order to provide this information, this study will use both qualitative and quantitative analysis in order to provide the complete portrayal of each district. This hybrid analysis is vital to the analysis of each district because this project is not a statistical study, but rather a series of in-depth case studies about the quantitative aspects of the districts, as well as the intangible portions of the area. This study will provide analysis for city officials, developers, and economic developers on the types of places that may make small music venues a successful concept for redevelopment.

This project will explain if there are any similarities between the neighborhoods that contain successful small live-music venues. In order to do this, three neighborhoods have been selected containing successful music venues in three separate cities within the Midwest region of the United States. Live music could be a legitimate option for districts looking to redevelop; this project studied the existence of specific criteria, and the intangible social, financial, and cultural aspects through the use of three specific case studies in Omaha, Nebraska; St. Louis, Missouri; and Indianapolis, Indiana.

The existence of these criteria may be able to find a common trend among the districts in which small-live music venues have proved successful.

The three case study locations were selected based on several factors, upon communication and research regarding case-study cities; I determined that I wanted a location within a reasonable drive; narrowing my focus to the Midwestern region of the United States. Furthermore, I desired a city that was not known for a strong live-music scene, such as Nashville, TN or Austin, TX. This is due to the potential for far too many outside influences that may have had an effect; the venues may have simply located there because of market-related benefits, rather than identifiable advantages. The last preliminary criteria used to narrow down my selections was the city's population. I knew to avoid the use of a very large city as a case study location, like that of Chicago or Dallas because of the difficulty to manage information and analyze the city. From this point, I created a list of approximately 8 cities that would fall within my guidelines, and began to research successful venues within each city and eliminated cities through venue research.

Each location was chosen based on several factors; firstly, popularity of the venue. Basic, preliminary research from Yelp and other sites gauging public opinion narrowed down venues in each city to those that are the most popular and highest rated by the public. This allowed me to determine which venues have become successful in their locations and have a strong public following. From this stage, I moved to the next factor of selection; capacity. Capacity was the largest factor in consideration for this study, because in order for each venue to be viewed and analyzed in the same light, and be usable within the multiple case, replicable design derived from Yin's Case Study Research (2009), the venues needed to be as similar as possible to allow for the criteria to be the major outside factors.

The next preliminary case-elimination factor used was that of the origin of the venue and whether it occurred organically, or with little public involvement. Many venues around the nation are manufactured by outside forces in order to create a driving economic force, which tends to simply 'transfer' money and tax base from one area to another and undermines the importance of my criteria and may not be able to answer the question of what makes an area attractive to a venue. As a final limiting factor, I looked at the different amenities offered at each venue, such as a bar, seating, and open space available and what the actual space of the venue was in order to ensure the 3 were as similar as potentially possible.

The venues and their respective districts chosen to serve as case studies for this analysis are Omaha Slowdown, in Omaha, NE; Off Broadway, in St. Louis, MO; and Hi-Fi in Indianapolis, IN.

Off Broadway, in St. Louis, MO has a capacity of 400 and is located within the 'Marine Villa' neighborhood, as defined by the City of St. Louis (Figure 1). This district uses S. Broadway and Jefferson Ave. on the West, Gasconade St. on the South, Cherokee St. on the North, and the Mississippi River on the East (City of St. Louis, n.d.).

The Hi-Fi, in Indianapolis, IN has a capacity of 195 and is located within the 'Fountain Square' neighborhood, as defined by the City of Indianapolis (Figure 2). This cultural district uses boundaries of Interstate 65 to the West, the Pleasant Run River to the South, English Ave. to the North, and S. State Ave. to the West (Fountain Square, n.d.).

Lastly, *Omaha Slowdown* has a capacity of 470 and is located within a neighborhood type district within the 'North Downtown' neighborhood. For the purpose of the study, the 'district' was stopped at significant non-motorized vehicle deterrents, such as Rt. 75 on the West, Interstate 480 on the South, the Arthur C Storz Expy. to the North, and railroad tracks to the East (Figure 3).

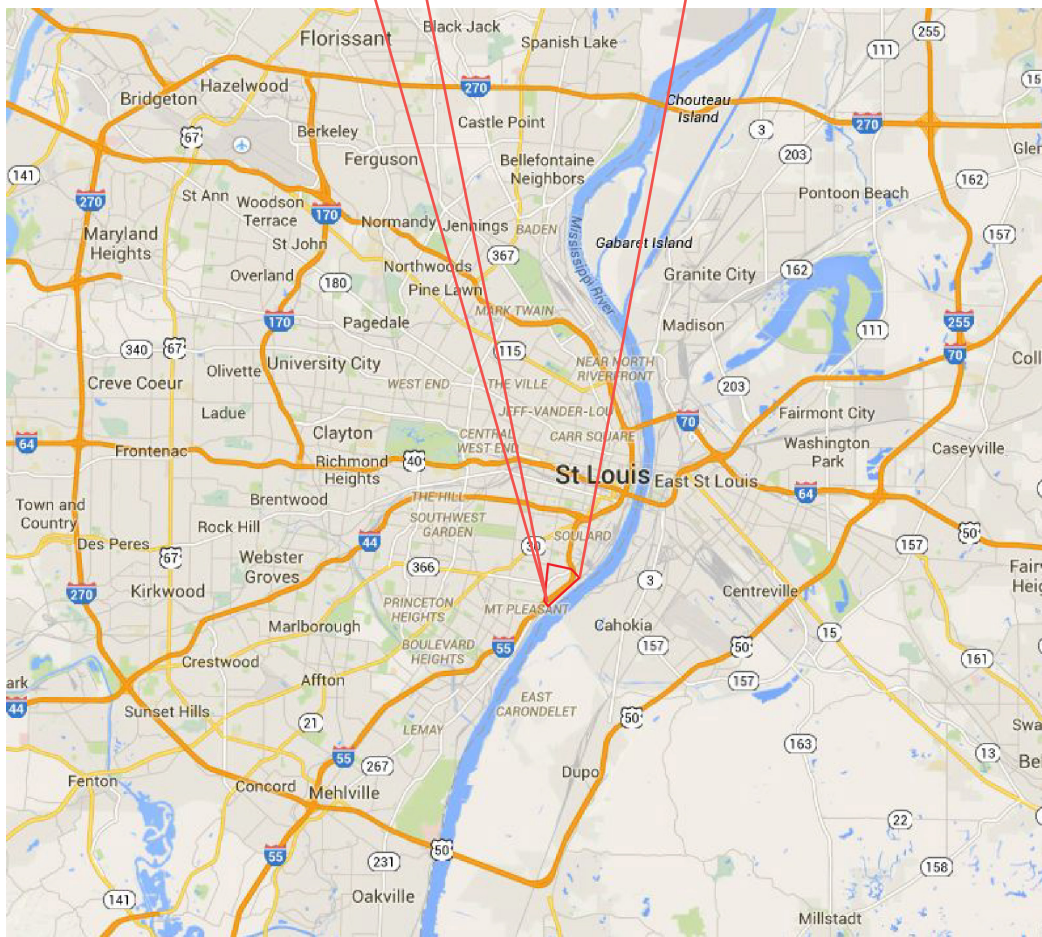
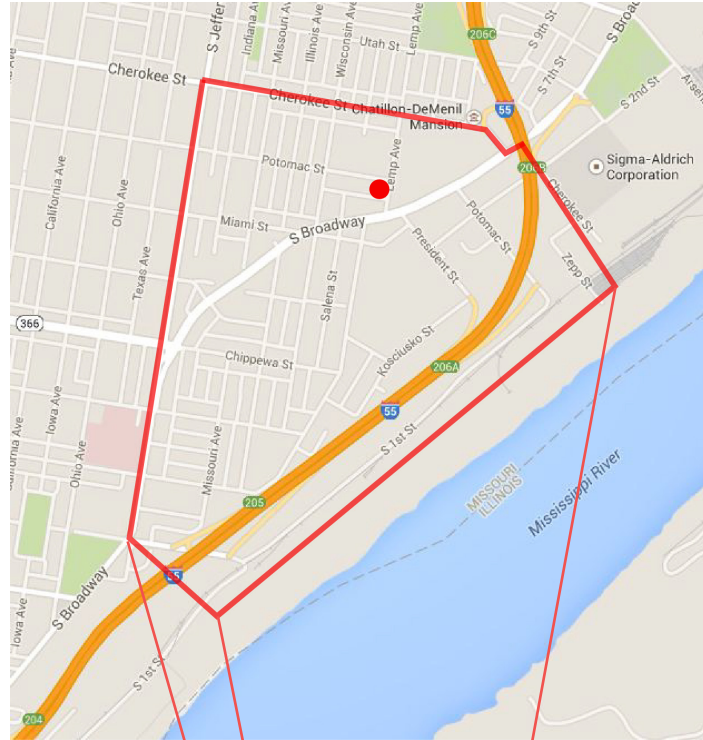


Figure 1: Marine Villa Neighborhood within St. Louis (Source: Google Maps, 2014)

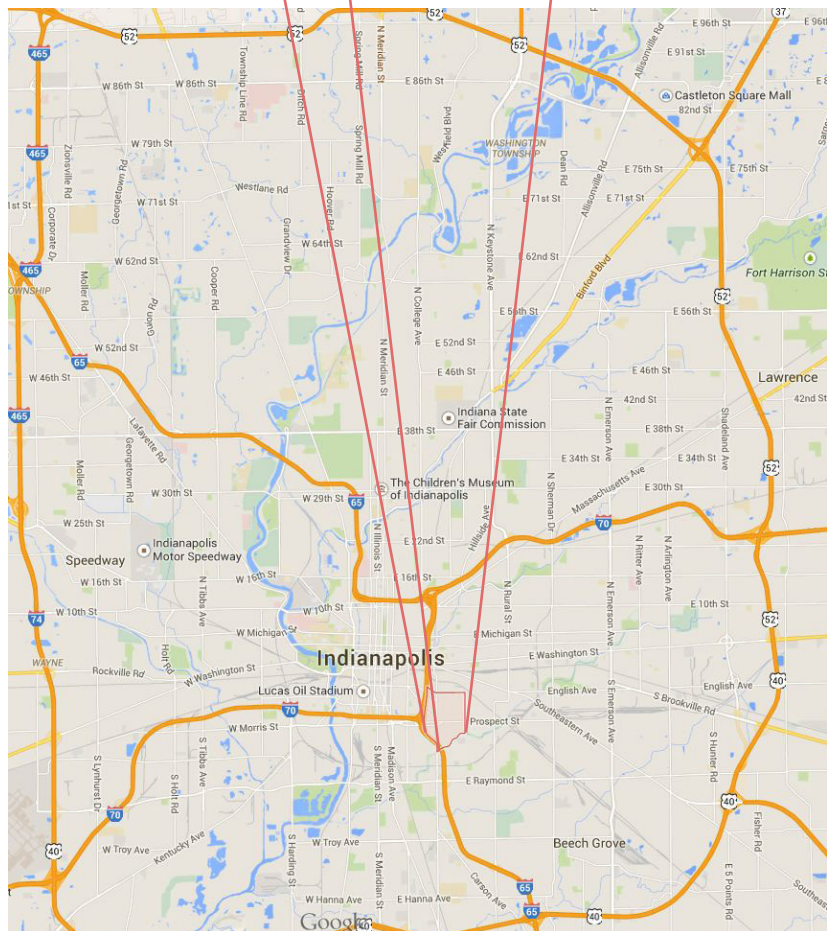
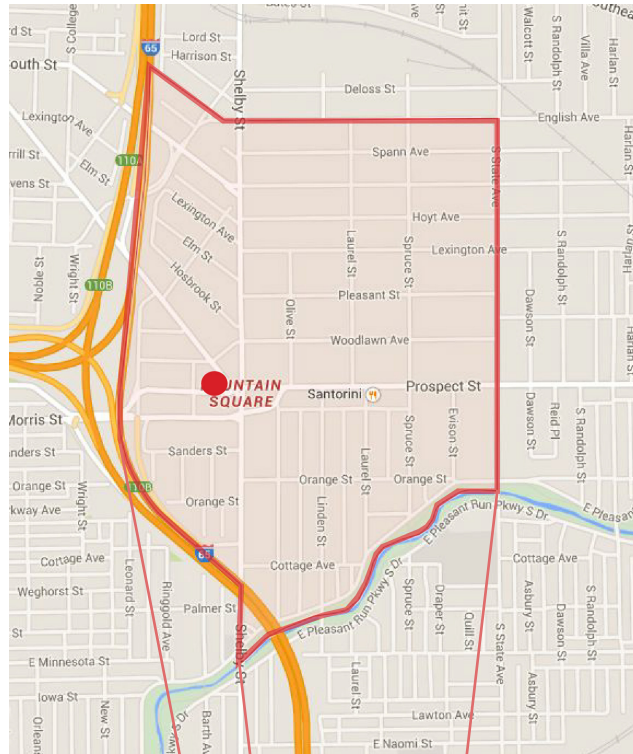


Figure 2: Fountain Square Neighborhood within Indianapolis (Source: Google Maps, 2014)

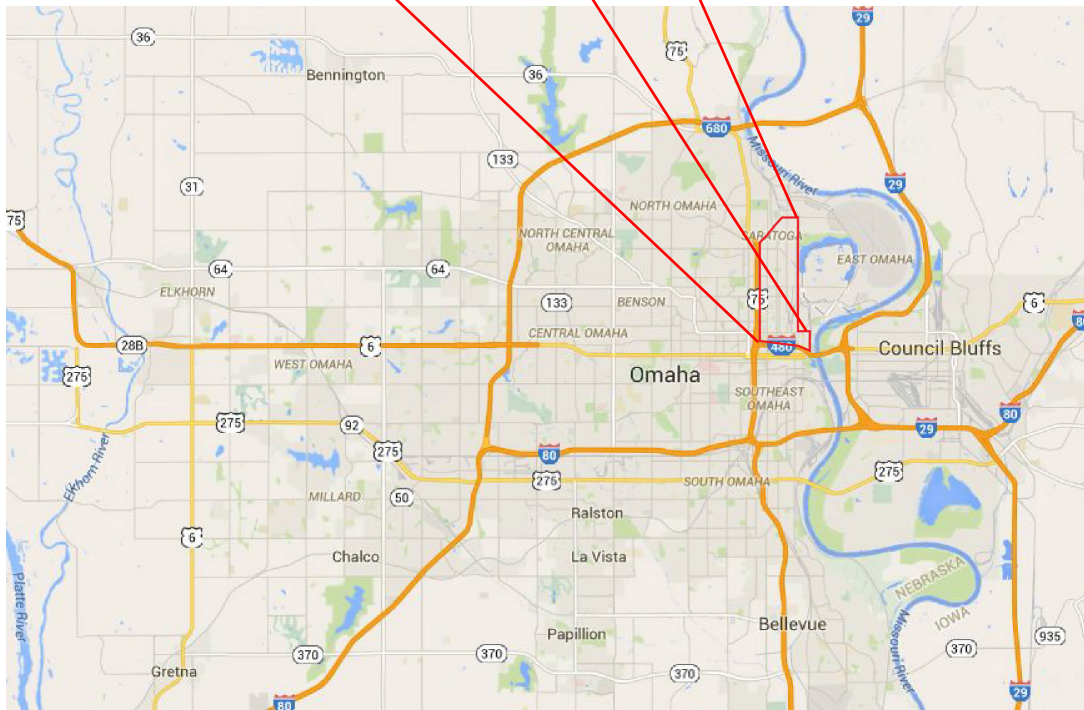
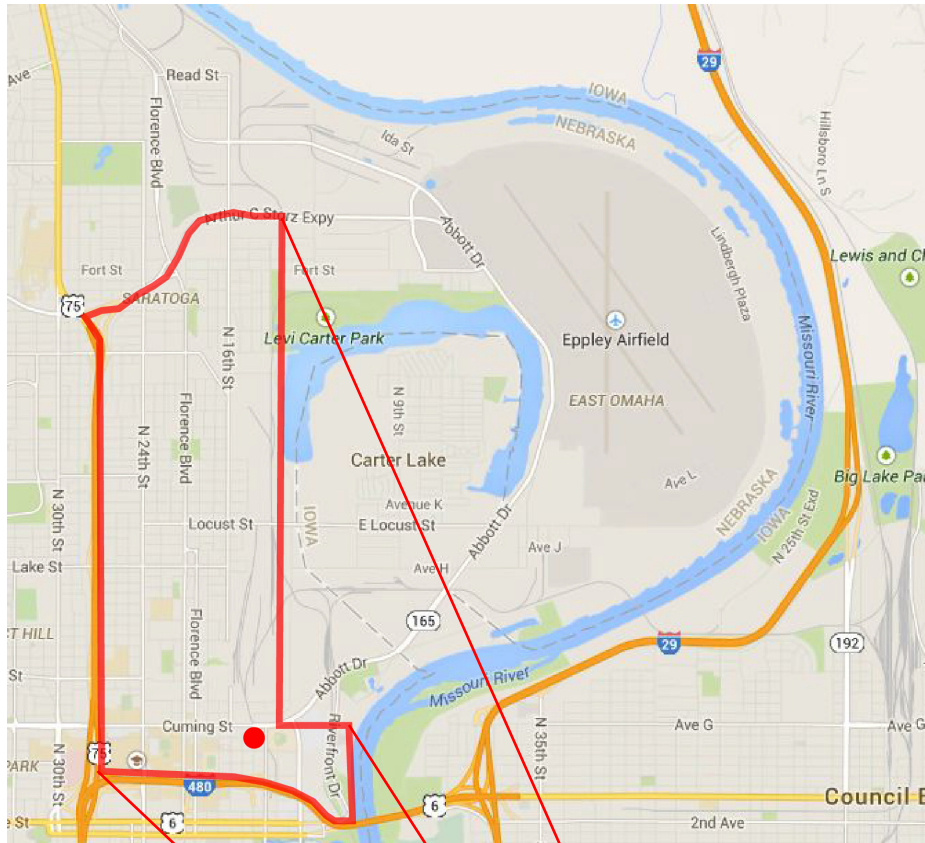


Figure 3: Omaha Slowdown District within Omaha (Source: Google Maps, 2014)



Chapter 2

Background

Little research exists regarding the connection between music venues and community development and the potential positive impacts it may make, however there are a lot of examples regarding how different assets within a community can affect the community as a whole, as well as the importance of arts and culture within a city. Live-music venues, and specifically for this project, small venues, have great potential to positively impact the district around them. This project focuses on what amenities exist near live-music venues in order to determine if there are any characteristics of the study areas that may be in common. There are an infinite amount of potential factors that can affect the success of a business and a district; therefore it is near impossible to determine what exact impacts were caused because of a specific site. Due to this, I researched broad aspects regarding community development and the influences of art and culture, in order to further understand the underlying beneficial effects these venues may have on their surroundings.

One topic of this research is the New Urbanism movement, in which Smart Growth and walkability are on the forefront (New Urbanism, n.d.). In Lund's research *Testing the Claims of New Urbanism* (2003), she studies whether or not local access to parks and shopping areas actually increases the amount of pedestrian traffic and social interaction of the neighborhood. While this study has many different parameters and looks at slightly different districts than those of my case studies, it is important to note the significance of smart planning and walkability as they are taken as a fundamental factor within my own research. This research does have specific gaps that needed to be filled based largely on assumption, such as are all communities the same in this regard? Are largely commercial communities comparable to largely residential communities in their design and walkability?

Within Heller and Adam's *Creating healthy cities through socially sustainable placemaking* (2009), it is mentioned that the health of a community can stem from their sense of belonging, and can contribute to the creation of a neighborhood and cultural identity. This source speaks in generalities, but provides emphasis on the importance of placemaking and its influence on a cultural and neighborhood identity. The concept of placemaking is a planning concept that refers to making a place unique and creating a 'place' that is memorable rather than just a 'space' or a location that could potentially be in any city.

Businesses often struggle with the concept of how to sell their product, and package it in a different manner than everyone else. Jason Berry, who has been promoting and booking music gigs in Ann Arbor, MI for several decades, stated in an interview, “The music is incidental. It’s how we choose to sell beer” (Retyi, 2012). This conscious choice by music venues to ‘sell beer’ in this manner can not only increase the cultural aspects of a community, but also help establish and develop an identity and memorable ‘place’ rather than any typical bar.

The artistic grouping, or clustering into districts, has long been a portion of the make-up of a city and tend to attract a younger demographic and therefore a different lifestyle than other portions of the city (Meeker, 2004). These creative clusters can potentially spur on economic development within struggling urban centers, or recreate an area with a new identity and because of this, “modern economists and city planners are increasingly looking at ways to provide incentives for artists (fine and performing, composers and writers) to create what are called ‘creative clusters’” (Grant, 2006).

Due to the overall relative success of clustering, studies have been completed in order to determine the precise relevance of artistic clustering and their aid to the development of metro economies. Grodach (2014) emphasizes three main factors that may determine where an artistic presence may accumulate; affordable rents, neighborhood aesthetics, and characteristics of living and work spaces (Grodach et al., 2014). This artistic presence has become a popular strategy and concept to spur on development today, Markusen & Gadwa (2010) state that, “since the creative city and cultural economy buzz first emerged in Europe in the mid-1980’s, states, cities, and small towns have turned to cultural planning and programming as a broad strategy for economic and community development, including neighborhood, community, and downtown revitalization” (Markusen & Gadwa, 2010). The arts have been aiding in the revival of neighborhoods, starting with the use of once vacant buildings, bringing in a migration of artists to live and work, and thus, in turn, an influx in visitors which can create new entrepreneurial opportunities and growth (Meeker, 2004).

It has been noted that the arts have a large economic development potential, and have the ability to, “symbolize, promote and develop communities” (Meeker, 2004), as well as potentially serve three different distinct roles in economic development; as an engine of neighborhood revitalization, as an industry, and as a “talent magnet” (Meeker, 2004).

COMMUNITY CAPITAL FRAMEWORK

My theoretical framework involves the use of the Community Capital Framework, emphasizing four different community capitals. Community capital research is another broad topic in some regards, but can be extremely narrow when viewed through an artistic and cultural lens.

The Community Capital Framework (CCF) is a series of seven ‘capitals’ that attempt to develop a conceptual framework and universal language for the purpose of community development (Green & Haines, 2012). This framework consists of human, social, physical, financial, environmental, political, and cultural capitals. The capitals being used in this study to evaluate each district are social, physical, financial, and cultural.

Social capital is used to show each district’s emphasis on social structure and interaction, a vital concept for a successful district looking to draw an entertainment crowd. Social capital strength will be determined based upon analysis of each district and different amenities that may help further social interaction, such as parks, coffee shops, and other qualitative experiences during my site visits. Further description for this capital, as well as the others being used can be reviewed inside the methodology section within Chapter 3.

Physical capital is used to inventory the different physical amenities and services that the districts may have that support not only music venues, but the promotion of life and further investment in the area, as well as the condition of all development in each area.

Financial capital is used to identify two major questions; does it make money and does the area have money? Income and tax base are vital to the success of an area, for it spurs on investment and development and creates a multiplier effect.

Cultural capital is used to examine the uniqueness and characteristics of a district or neighborhood, which can directly affect an area’s potential for financial investment, which in turn has an effect on further capitals. Furthermore, because music is an example of culture, it is necessary that each district is analyzed for the different types of culture that may have manifested itself in the area.

Human capital is not used extensively in this study because it refers to the educational background, experience of workers, development of the workforce and a city's investment in its citizens (Green & Haines, 2012). This study is not taking health, or work experience into effect; however education level is being used in order to gain background information about the residents of each district, allowing me to help tell each district's story. Human capital involves a lot of the reasons why a person may have the socioeconomic status that they have, or why their life is at the point it is, however for the purpose of this study those factors are predominantly used in a qualitative sense.

Environmental capital is not used in this study because it focuses on a community's impact on the environment around them (Green & Haines, 2012). This study does not look into brownfield redevelopment or the environmental impacts of these venues and their districts so it will not be used.

Political capital focuses on the political climate that exists within a community and the accessibility to make decisions (Green & Haines, 2012). Political capital is not being used because this study is not concerned with the political history or influences that may exist in the city, only the factors that exist around a venue and influence the district.

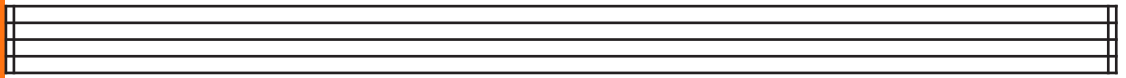
In order to substantiate my research and make it more replicable, I am using the Community Capital Framework to categorize and organize the assets and factors I am analyzing each district by, as well as determining the relative 'strength' of each district's series of capitals within the individual stories of the districts.

The Community Capital Framework is a very important aspect of this project because it allows me to have a structural framework for intangible portions of city life and fully describe each district without a large amount of statistics and many more case study locations. Although this report will highlight only four of the seven community capitals to specifically highlight different aspects, they are a vital portion of this project in order to give it a scope to view the case studies, solidifying the replicability. This scope allows the justification of the manner in which I am examining and analyzing each case study, because there will not be a plethora of statistics or cause/effect relationships created or hypothesized. Instead, I am creating analysis of how each district displays these community capitals and what items or what feelings within each district are comparable and what may be different.



Chapter 3

Methodology



DESCRIPTION OF MEASURE

In order to measure and analyze each respective venue effectively, I created an inventory of pre-determined assets that may prove useful to a local music venue, and therefore make the area attractive and an important aspect of the district (Table 1). This inventory was used when evaluating the districts of each venue to determine what may exist on a consistent basis within each case study. This inventory uses a benchmark of $\frac{1}{4}$ mile for a maximum distance for pedestrian travel; this distance is accepted as the industry standard for planning because it takes the average person approximately 5-10 minutes to walk (Walker, 2011). When evaluating the districts, I am also using the Community Capital Framework in order to provide a more well-rounded analysis of the different assets that the districts provide and the different intangibles that affect the area and population. The community capitals I will be using in this regard are: social, physical, financial, and cultural with a slight relation to human capital.

Table 1: Case Study District Criteria (2014)

Criteria	Measurement	Source	Capital Associated
Zoning Type	Diversity of land use available within district	City zoning maps	Physical
Population Age	Average age per census tract	U.S. Census data	Social
Income Level	Per capita income per census tract	U.S. Census data	Financial
Pedestrian Amenities	Yes/Some/No, See list	Google maps/ Personal	Physical
Mass Transit within $\frac{1}{4}$ mile	Yes/No	Google maps/ City maps	Physical
Existing Building Use	Yes/No (if yes, what type)	City data	Physical
District Rent Prices	Average rent price	U.S. Census data	Financial
Lot/ Home Prices	Average value	U.S. Census data	Financial
External Influences	Yes/No, description	Google maps/ Personal	Social, Physical, Cultural
Venues in Surrounding Area	Yes/ No	Google maps/ Venue research	Cultural, Physical
Entertainment in Surrounding Area (restaurants, theaters, Coffee Shops, Parks etc.)	Yes/No, See map & table	Google maps/ Personal	Physical, Social
$\frac{1}{4}$ mile from Housing	Yes/ No	Google maps/ City data/ Personal	Physical
$\frac{1}{4}$ mile from Lodging	Yes/No, Number of rooms available	Google maps/ City data/ Personal	Physical
Available Parking	Yes/No	Google maps/ Venue data/ Personal	Physical

Zoning Type

Zoning type serves as broad criteria to look at the diversity of zoning and land uses within the districts in question. This will help determine the potential vitality the district contains based upon Smart Growth techniques and a variety of land uses, promoting walkability and a destination for those visitors looking to spend time within the district. An area with a variety of land uses in a small amount of space can potentially have a much different impact and dynamic than one that promotes a single use. This will be a district-by-district qualitative analysis looking at the potential land uses and how they could work together, rather than a rating of how many different land uses are within an area. This associates with the potential success of a district because of how the land uses may work together in a symbiotic relationship, theoretically there could be an instance in which an area has only a few land uses that work together very well to promote the economic vitality of the area, rather than simply a large number of uses that may not aid each other. This land use analysis will look at the types of land uses within the area and their potential connections within the market; such as dining, entertainment, shopping, and housing all have a connection as a destination market for visitors, or those looking to spend money while out.

Population Age

Population age is an important supplementary aspect to this project, for the age of a population can have great or detrimental effects on a business, especially the live-music business. Furthermore, the age of the population can give insight into the background of each district and the different stories and qualitative measures that may coincide with the quantitative data. Smaller venues and bars tend to draw a higher number of younger patrons, according to data analytics performed by Live Analytics, a Ticketmaster company, the average age of 'bar' concert attendees is significantly lower than that of other concert types (Table 2). Furthermore, according to Ticketmaster, the age range that contains the largest amount of concert goers is on the younger side of the spectrum, 18-34 (Figure 4). Therefore if the average age of the area is relatively young, this could be a very large factor on the success of a venue. This has been completed through a simple analysis from U.S. Census data to determine what the average age is within the census tracts of each district.

Table 2: Basic Demographic Information for Concert Attendees (Live Attendance Report: US 2012)

	GENDER		AVERAGE AGE	AVERAGE HH INCOME
BAR	♂ 62%	♀ 38%	38.3	\$71.5K
LOCAL FESTIVAL	♂ 48%	♀ 52%	45.7	\$72.1K
AMPHITHEATER	♂ 54%	♀ 46%	42.4	\$80.4K
CLUB/THEATER	♂ 52%	♀ 48%	41.0	\$73.8K
STADIUM/ARENA	♂ 55%	♀ 45%	40.5	\$79.6K
MAJOR MUSIC FESTIVAL	♂ 56%	♀ 44%	39.8	\$65.2K

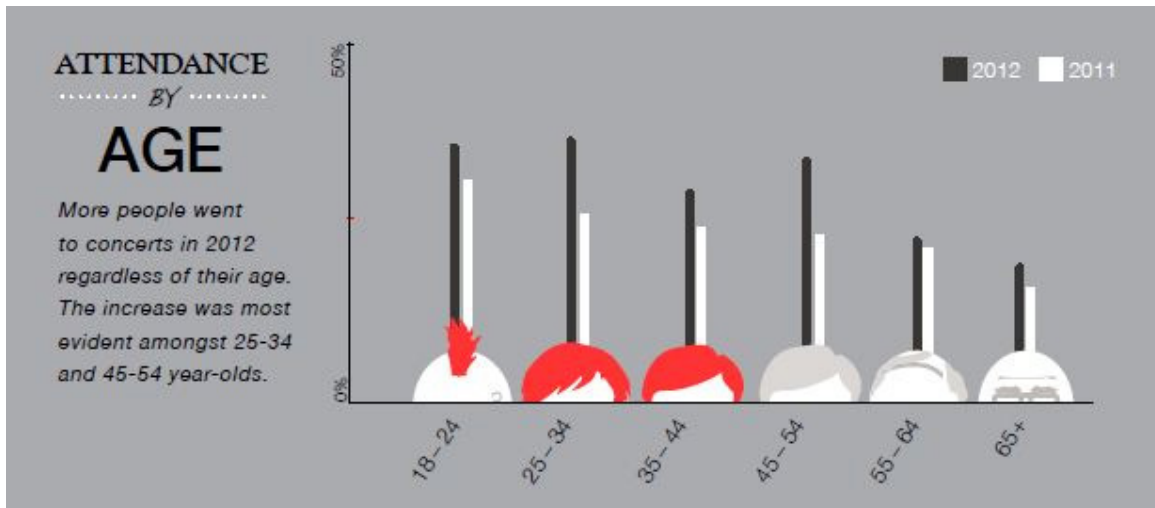
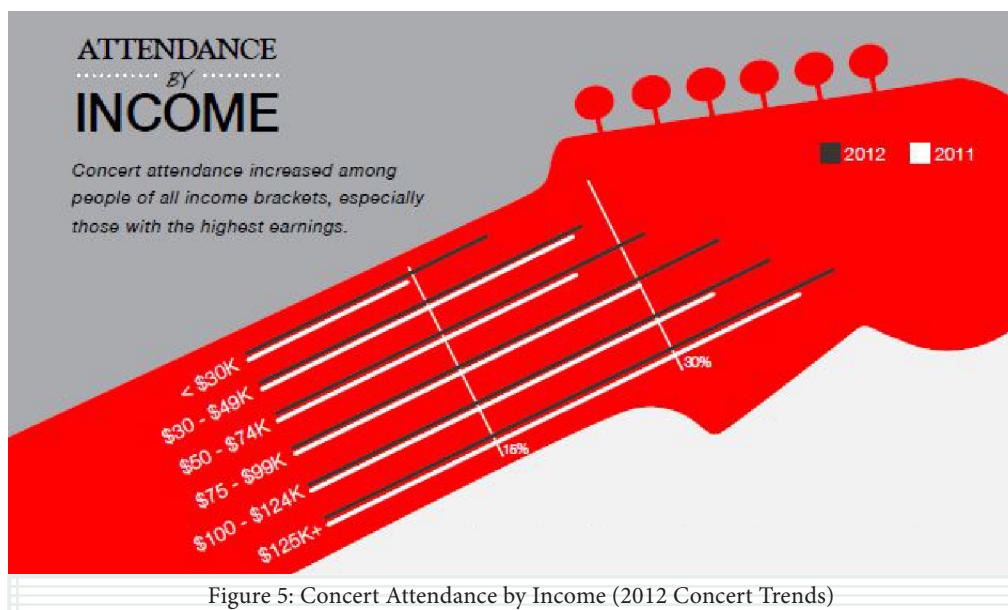


Figure 4: Attendance of Concerts by Age (2012 Concert Trends)

Income Level

This criterion has high importance for if the average income of the area is very low, then there is likely a lower economic vitality than that of a higher-income area, as well as a generally different demographic and can have a major influence on an area. A high average income level within the district can indicate that there is ample money flowing through the area and that the district is potentially highly sought after; however it is possible that the area had a low income level before the establishment, furthermore it is possible that the district is in the process of gentrification and is beginning to revitalize. There may however, be an ideal level for these venues in which the income and lot price is high enough to indicate the district has disposable income (Figure 5), but lot price is not too high which could detract a smaller venue from locating there. This was completed in the same manner as population age, using the U.S. Census to obtain data per tract within the district.



Pedestrian Amenities

Pedestrian amenities are a large aspect of destinations and can indicate the vitality of a district for both businesses and residential life. This project will view pedestrian amenities as sidewalks, benches, and separation from traffic, as well as many other factors; all of which encourage pedestrian traffic. Pedestrian access has long been an influence on site selection for many types of businesses, because it especially encourages ‘window shopping’, as it can draw in business from patrons that may have not had the original thought to stop, but were enticed (Nelson, 1959). This could be very helpful for small live-music venues, because people may be in the area or leaving a bar nearby and hear a live-band and want to stop in. An area without pedestrian amenities forces visitors to drive from location to location and in doing so can miss large portions of the district because they are focused on finding exactly what they have in mind.

Increased pedestrian access and amenities have shown to increase the number of pedestrians, “When pedestrian access is expanded and existing conditions for pedestrians are improved, higher numbers of pedestrians can be expected to use the system. Research has shown that well designed and maintained pedestrian facilities encourage walking and promote higher levels of pedestrian travel” (Pedestrian Facilities Handbook, 1997, p. 24). This was studied through the use of Google maps and personal accounts during site visits to determine if there are any pedestrian deterrents or dead zones that prevent foot traffic. It will be ranked on a ‘Yes: yes, there are a substantial amount of pedestrian amenities for the area’ (over 60% of the established list of facilities are visible), ‘Some: There are a fair amount of amenities in the area, however there are some portions in which it could be developed further (between 30% and 60% of facilities)’, and ‘No: There are no, or far too few pedestrian amenities in the area for walking to be encouraged (less than 30% of facilities)’ scale.

These three rankings and facility list are based on pre-established guidelines from Washington State, and San Francisco, California regarding the most successful and ideal pedestrian facilities to use (Best Practices for Pedestrian Master Planning and Design, 2005, Pedestrian Facilities Handbook, 1997).

Pedestrian Facilities list:

Sidewalk Guidelines

- Signage
- Plantings
- Lighting
- Street Furniture
- Building Edges
- Wayfinding
- Attractive & clean environment
- Planting buffers
- Shelter/ awnings
- Continuous sidewalks
- Bicycle Lanes
- Bicycle Facilities

Crossing Treatments

- Striping/ paving
- Curb Ramps
- Texture and Contrast
- Bulb-outs
- Safety Posts and Bollards
- Flashers and Overhead Signs
- Traffic Signals
- Pedestrian Signals

Traffic Calming

- Traffic Circles
- Roundabouts
- Medians
- On-street parking
- Pedestrian only streets

Mass Transit Availability

Mass transit availability can encourage visitors on a large scale; those in cities that do not have cars readily available are likely to use mass transit if they live too far to travel to a venue by foot. Furthermore, if patrons choose to consume alcohol at venues, it is better to travel by mass transit to avoid dangerous situations, as well as to avoid potential issues with law enforcement that come with driving but not transit. Due to this, mass transit within one quarter-mile of the location is a highly sought after commodity in this study because it can only encourage more visitors to the district and venue. According to The Human Transit blog (2011), one-quarter mile is the general standard maximum walking distance for all situations. This is measured on a simple 'Yes' and 'No' scale of transit within a quarter-mile. This was determined based upon Google maps notation of transit stops within a quarter-mile radius from the music venue.

Existing Building Use

Existing building use was used as one of my criteria for qualitative purposes, to determine if there are any similarities between the three venues and the types of buildings they now occupy. This could help to determine if they are drawn to larger buildings with moderately open floor plans, or if small venues could possibly be fit into many types of buildings. This in turn, would determine a rather large aspect of venue location, and what districts may provide to incoming venues. This will be completed through city or county historical data to determine lot/ building uses previous to venue establishment.

District Rent Prices

District rent prices further display the economic vitality of an area, higher rent prices tend to indicate that renters want to be in that location, whether it be for commercial or residential space. However, there is a threshold, for it is possible for a district to have too costly of rent, where a small-music venue would not logically be able to succeed with rent at such a level. Determining a district rent level would be beneficial to determine whether a district could potentially house a successful small live-music venue in other areas. This was determined through census data, averaging the price per census tract within the district. This data was viewed in a general basis, determining whether the district being examined has an average rent above or below the city-wide average, and to what degree.

Lot Prices

Lot prices are important in the same regards in which rent prices are, however this will just be used to further analyze the economy of the district and hypothetical examples whether a venue builds its own space rather than renting or buying a pre-existing one. This was obtained through United States census data, averaging lot price per census tract. This data was averaged for the entire district, and compared to the city as a whole, again in terms of higher or lower, and to what degree.

External Influences

External influences can have a large impact on live-music venues, and their districts, especially in a positive manner. These influences can be anything that may or may not impact the demographics of the area, the draw of the venue, its accessibility to patrons, and an endless number of other possibilities. These influences may include, but are not limited to universities in the area, crime, and any large festivals or events nearby. This was chosen as a focus because in order to fully analyze this topic it is important to identify as many possible external factors as possible. This was completed through area analysis via Google maps as well as through informal personal communication during site visits, as well as location research.

Other Venues in the Area

Other venues in the area could potentially have a positive or negative impact on any other music venues nearby, which could put a venue out of business, or possibly create a positive music atmosphere in the area. Therefore it is important to notate whether or not there is any competition for smaller acts in the general vicinity. This was determined through simple map analysis to see if there are other venues within the district or near the district that may draw acts and/or patrons to other venues besides the ones being studied.

Other Entertainment in the Area

Having other entertainment options in the area is very similar to that of other venues; it can either have a positive or negative impact on the venue. This concept, known in economics as agglomeration economies comes “when firms and people locate near one another together in cities and industrial clusters” (Glaeser, 2010). Other entertainment options can either supplement the area with human and economic vitality and support other businesses, draw visitors and residents, or compete with music venues for patrons, limiting the success of a venue. This was determined once again through simple map analysis to total and categorize other entertainment options in the area; these include, but are not limited to, restaurants, theaters, coffee shops, and parks. These results were then mapped and organized in order to display what types of entertainment are in the area and where they may be located.

Housing within one-quarter mile

Housing within one-quarter mile is used as a criteria because it indicates whether or not there is housing within the generally agreed upon maximum walking distance within the planning world. “Traditionally, planners strive to locate community facilities, neighborhood parks, and other popular pedestrian origins and destinations no more than 400 meters (one-quarter mile) from the origin of most pedestrian travel” (Pedestrian Facilities Guidebook, 1997, p. 12). This can demonstrate a mixed land use within the district as well as the potential for an activated area at all times of the day, due to a promotion of walkability, and this in turn, increases the overall number of pedestrians (Pedestrian Facilities Handbook, 1997). This was determined through zoning and land use analysis as well as simple distance analysis through Google maps, creating a quarter-mile radius around the venue.

Lodging within one-quarter mile

Lodging within one-quarter mile is useful in the same manner as housing within $\frac{1}{4}$ mile; however it gives a slightly different view at the district. Where housing is used to determine permanent residents of the area, and whether residents are accommodated, lodging gives information regarding the district’s amenities for visitors and tourists. A large number of lodging options within the radius would lead to hypotheses that it has a strong tourist presence and who the district may be catering to. This was determined through the use of Google maps and the creation of a quarter-mile radius around the venue.

Available Parking

Accessibility is a very important aspect to any venue, location, or district today. This accessibility includes many different facets, including the availability of parking. Vehicular travel is still the norm in the United States, and because of this, parking is a necessity for just about any area within a city, regardless of its access to transit, it needs to accommodate. Parking can have both positive and negative aspects however, and ideally a medium is found, “Parking must be treated carefully so as not to become an impediment to pedestrians, and because the provision of ample free parking can help generate traffic” (Dittmar & Ohland, 2004, p. 120). Dittmar & Ohland (2004) do state that there are many tactics implementable in order to provide for parking, but slightly deter its use and promote walking and transit. Music venues without parking available may be less attractive to patrons, and therefore lose business and attention because people cannot drive and park nearby. This will be measured by the type of parking; on-street public, or off-street private, whether it is free or pay-for-park, or even whether the district has parking available for the public regardless of their destination, such as a parking garage. This measurement coincides with the study of transit accessibility to determine whether there is adequate parking availability along with transit access. Along with transit accessibility, this measurement also coincides with housing and lodging information due to the potential for private hotel or apartment parking. This was determined through map analysis as well as personal experience when while visiting each district.

ANALYTIC STRATEGY

For this project, I am using a multiple case study analysis as defined in Yin's Case Study Research, involving a replication approach. A case study is defined as "an empirical inquiry that investigates a contemporary phenomenon in depth and within its real-life context, especially when the boundaries between phenomenon and context are not clearly evident" (Yin, 2009, p. 18). This allows for a researcher to understand real-life phenomenon within important contextual information that are pertinent to the study (Yin, 2009).

As stated, this project uses a multiple case study with replicable approach, allowing for replicable process throughout multiple experiments. Yin states the importance of having a replicable process to substantiate initial findings when he writes, "Some of the replications might attempt to duplicate the exact conditions of the original experiment. Other replications might alter one or two experimental conditions considered unimportant to the original finding, to see whether the finding could still be duplicated. Only with such replications would the original finding be considered robust" (Yin, 2009, p. 54). The basic concept behind this approach is to complete each case study independently and create a case report for each different venue in the same manner, using the same criteria. After the creation of each different case report, I am able to draw cross-case conclusions based upon all information gathered and independent venue analysis completed. An example of Yin's case study can be seen in Figure 6, while my personal multiple case study method can be seen in Figure 7. Case studies are appropriate for my project because I am looking at several precise locations and a specific phenomenon, the presence of a successful small live-music venue. It was necessary for me to use the case study method in order to draw conclusions regarding the similarities and differences of each district's amenities and what it is that may have altered the area as a whole.

After displaying my research and 'telling the story' of each different venue and district I will summarize and examine my findings and the possible connections between each case study. Furthermore, I will develop possible policy recommendations and a general take-away for the planning profession regarding what may be helpful within district for music venues, as well as an examination of the limitations of my study and possible opportunities for future studies.

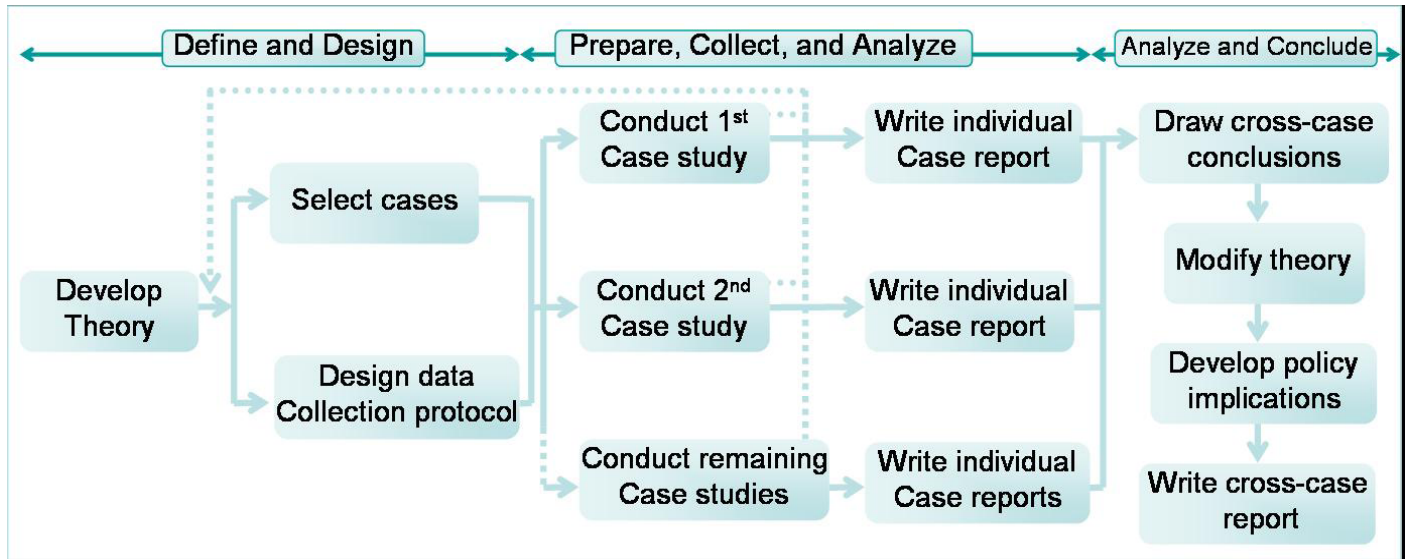


Figure 6: Yin's Example Case Study Method (Advanced Qualitative Research, n.d.)

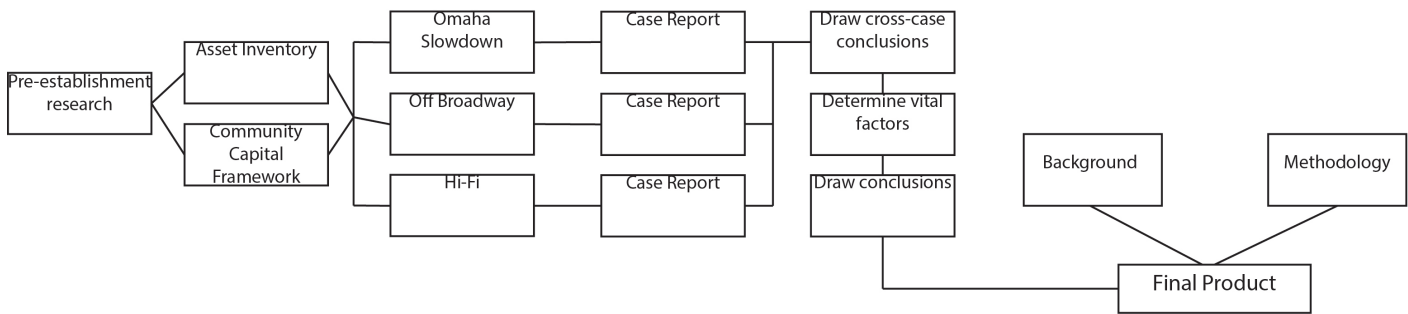


Figure 7: Personal Case Study Method (2014)

In order to create a replicable process, inventory, and analysis, I created an inventory of assets that can aid in analysis and may potentially be helpful to the success of a venue before I began my case research so that each district was evaluated on the exact same criteria; this can be referred to within the 'description of sample' portion of this chapter.

The research for this project is split into two main portions for each of the three case studies; the asset inventory, and the 'story' analysis using the Community Capital Framework to display other aspects of the area that may provide important background information. The asset inventory is based upon the established criteria for each study, shown previously in Table 1.

As I moved through each case study's research, a case report was completed in order to compile, summarize, and analyze the results that I have found, allowing for easier cross-case conclusions to be drawn. The final conclusions focus around which criteria were present and whether there are any recurring amenities or qualitative similarities between the three studies and why this may prove to be an important aspect for the music venue.

As notated, this study consists of both quantitative and qualitative research and analysis concepts in what I will refer to as a hybrid analysis. This hybrid analysis is important to my study because the study contains a large variety of both qualitative and quantitative data. Because of this, it is vital to my study to use the two types of data in combination with each other to provide the most thorough analysis of each district.

The quantitative concepts being used are such things as; population age, income level, rent prices, and lot prices. However, the quantitative concepts will also be used in a background capacity to simply describe the districts without the use of the actual figures; for example, I am examining the population age under 18, average building age, average number of rooms in a residence, and data of this nature to get further in-depth analysis of the district. I will not be dictating these exact numerical calculations, but rather using them to display a more precise image of what each district is like and what it would be like to visit or live within each.

The qualitative concepts within this study will likely show a much more descriptive aspect of the different districts, especially in regard to the background and 'intangible' aspects. These are present in both the established criteria of analysis, as well in the background portions and include topics such as; external influences, parking availability, land use types, and existing building use.

In regards to background information and the ‘intangible’ aspects, qualitative analysis will look at the different household types within the districts, education attainment, housing conditions, and the overall ‘feel’ and descriptive aspects of the district.

Although the qualitative aspects of this research will help describe the different venues and districts, quantitative analysis is by no means less important to the findings of this study. The quantitative research within this study allows me and the audience to view hard numbers that show exactly how the district compares to the city as a whole, as opposed to just personal accounts and description. This is a vital aspect to demonstrate further validity of this study and the accounts that I narrate as a portion of my findings.

For this project, a portion of the Community Capital Framework is being used in order to evaluate the 3 districts studied with consistent parameters. The capitals being used are *social*, *physical*, *financial*, and *cultural*, each with its own definition and potential impact on community development as a whole. The communities studied within this project can be defined as communities of place, referring to the social relationship formed because of locale, but defined as well as communities of interest, referring to the relationship formed due to a common set of interests (Green & Haines, 2012).

Social capital comes with a variety of definitions, but for the sake of this study, social capital can be defined as a common emphasis on aspects of social structure that facilitate collective action (Green & Haines, 2012). Social capital as a community studied by Green & Haines (2012) looks at a different aspect of social communication than my study, for this study demonstrates social capital through a district’s capacity for social interaction. Along with general demographic information of the population, locations such as coffee shops or plazas or other sites that encourage social interaction are vital in determining the quality of a studied district’s social capital.

Physical capital is defined as the actual physical features that shape the district and the amenities that it contains. Different amenities and deterrents for pedestrians are included in the physical capital analysis, mass transit availability, as well as the different types of zoning, and buildings within each district and their respective vacancy and conditions, along with any new construction that has occurred. This study is also taking into account the condition and age, as well as general building information within the districts, for that can aid a descriptive analysis of the physical aspects within each study area. Physical capital is vital to an area’s success and is a good measure of its health according to Green & Haines (2012), “When physical capital is constructed, an individual or a household is making an investment and expects a return on that investment, whether it is going to be sold later for profit or heirs will inherit it” (Green & Haines, 2012, p. 159).

Financial capital is the most quantifiable measurement of a district's economic success, as it reflects money invested in the area and the tax base a city can count on from it and is seen as the "lifeblood of communities" (Green & Haines, 2012, p. 190). Financial capital takes into account lot and rent prices of buildings and housing within the district, as well as the overall income and wealth of the community which can clue into the history of the district, the stage it may be in, or how it may be being used within the city.

The last capital used within my framework is *cultural capital*, without which the districts in question would not be part of this study. Cultural capital can be loosely defined as "forces (...) that can be converted into economic capital and help to explain the structure and function of a community" (Green & Haines, 2012, p. 256). Furthermore, in many ways, the cultural capital helps make a community unique and identifiable. In my project, cultural capital focuses mainly on that of music; however the vast majority of research available speaks of art and culture as a generality, creating a large gap in information. According to Richard Florida (2002), it is the diversity of cities that draw the creative class, and therefore generate further economic growth.

VALIDITY

The validity of the data received can be confirmed from external sources, either from the actual outside source from which it is received, or from the city in which the venue is located. First-hand accounts can be assumed to be relatively accurate as they are based off personal experiences within each different district and venue.

There are four tests for validity demonstrated by Yin for the use in all social science methods; construct, internal, external, and reliability.

Construct Validity

Construct validity aids in the identification of proper operational measures for each of the concepts being studied (Yin, 2009) and consists of three main tactics; the use of multiple sources of evidence, the establishment of a chain of evidence, and the review of case study report drafts. All three portions of this validity test are evident in my project, predominantly within data collected, because it was necessary for me to use several sources in order to obtain my data since it is not all held in a single place.

Internal Validity

Internal validity was used during my research in order to determine the validity of the potential relationships I am exploring between district amenities and community capital strength and the presence of a successful small live-music venue. This was completed through the process of pattern matching between each case study, in the scope of district amenities and background, and the building of explanations on why these amenities could be important to music venue success, as well as how they can affect the area.

External Validity

External validity stems from the framework in which I completed my case-study research and the replication logic used. This test can also be deemed valid due to fact that I am using pre-established multiple case-study replicable concepts from Yin's Case Study Research (2009), only slightly adapted. Any and all problems with the validity of my research design were determined through the masters committee review process prior to the actual submittal of this document, and therefore can now be assumed to be valid.

Reliability

The reliability test is used to insure that if an investigator were to choose to follow the same procedures and sources I have used, they will obtain the same results as I have. This involves the use of case study protocol during data collection and the establishment of a case study database. This test can be determined valid based upon the fact that I completed my research and organization while following case study protocols, as well as the establishment of a database as I collected all of my preliminary resources, as well as the data necessary to draw further findings and conclusions.

ANALYTIC SUMMATION

This study was designed to determine what similarities exist between the districts housing local, small-music venues with capacities between 150 and 500, and how these similarities may be beneficial to the music venue. This was done in order to draw conclusions about what a district may look like that could potentially house a successful music venue in the Midwest region of the United States. A multiple case study analysis was used to determine these similarities at the three different sites chosen. Asset and community capital inventories were taken and analyzed for each venue in order to create a precise description of each location and how these districts may be similar to those of the other venues. This allows me to draw conclusions about a hypothetical district that may be able to potentially contain a successful small live-music venue. Results from this study can aid public officials and developers to analyze their district to determine whether or not a small music venue is a viable option to help develop or redevelop an area within their city.



Chapter 4

Findings

Off Broadway: St. Louis, MO

Off Broadway (Figures 8 & 9) is a self-publicized small and intimate venue experience within St. Louis, MO with a maximum capacity of approximately 400 patrons located within St. Louis' Marine Villa neighborhood. Marine Villa is located along the Mississippi River in the South-Central region of the city of St. Louis (Figure 10). The venue is known by the locals as one of, if not the best, place to see live music in the city, and does not cater to a specific crowd. The venue brings in local acts (Figure 11), as well as national touring groups (Figure 12), and has music types ranging from red dirt country, to independent alternative bands, psychedelic rock, punk, grunge, sit-down acoustic shows, to even hosting benefit concerts for 'Twangfest', a non-profit local grass-roots music festival in St. Louis. On the northern half of Marine Villa lies the 'Cherokee-Lemp Historic District', which houses a historic neighborhood, and the many antique and novelty shops that line Cherokee St. as well as the historic Lemp Brewery.



Figure 8: Off Broadway Exterior (Les Clubs de Blues de Saint Louis, n.d.)



Figure 9: Off Broadway front window (2014)

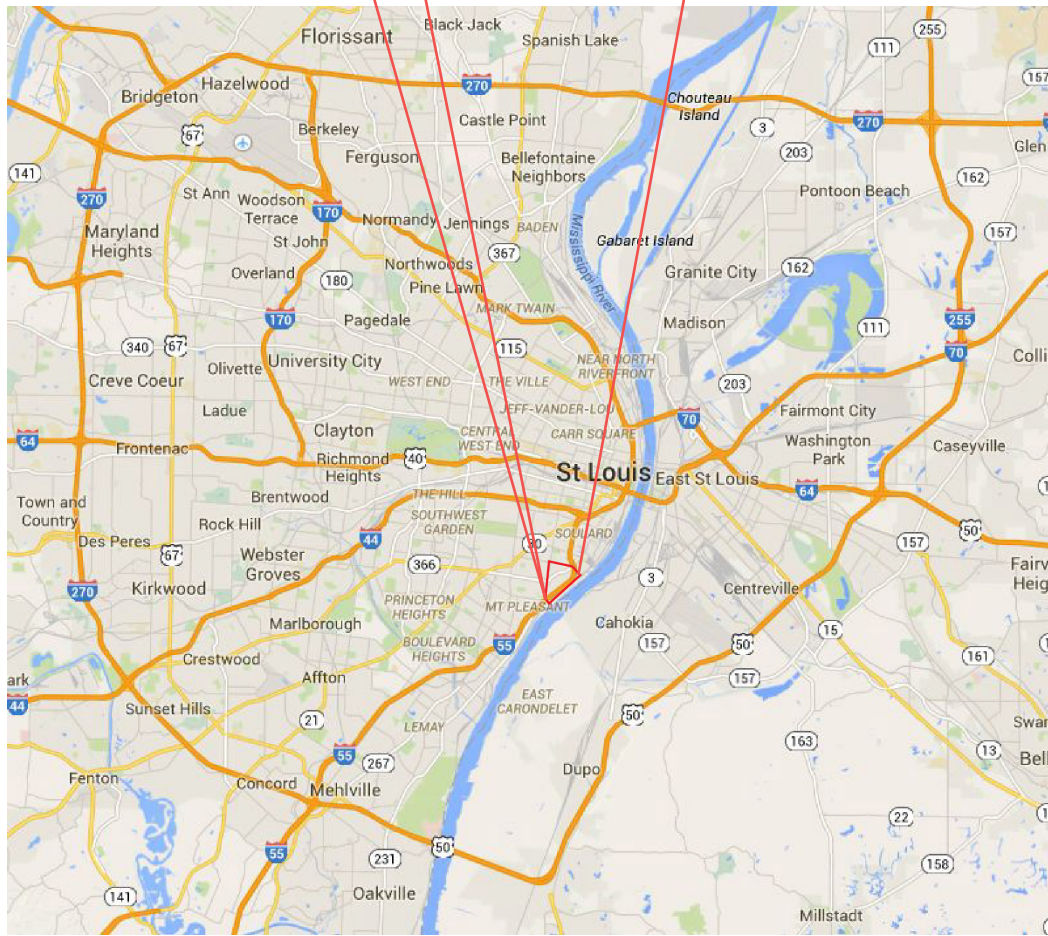
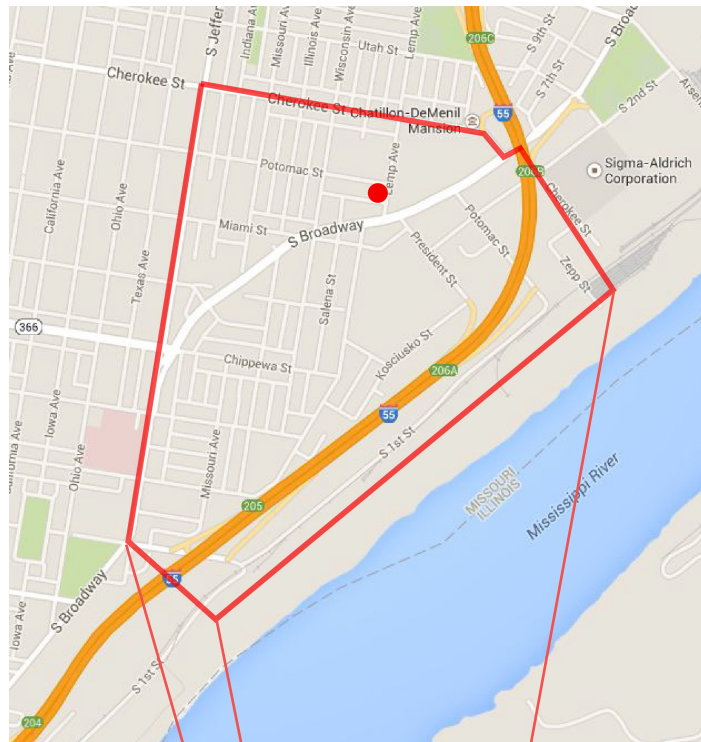


Figure 10: Marine Villa Neighborhood within St. Louis (Source: Google Maps, 2014)



Figure 11: Local St. Louis Band 'The Search Parties' (2014)



Figure 12: 'John Hardy and the Public' (2014)

Research has been completed regarding Marine Villa in accordance with the established criteria, basic compilation can be seen in Table 3 for further explanation and interpretation following. This table shows the different criteria used in each case study and the corresponding data for Marine Villa, St. Louis.

Table 3: Criteria Findings for Marine Villa, St. Louis (2015)

Criteria	St. Louis
Land Uses	6
Population Age (Avg)	32.75 (Citywide: 34.66)
Income (Avg per capita)	\$17,365 (Citywide: \$20,769)
Pedestrian Amenities	7/25 (28%) (No)
Mass Transit	Yes
Existing Building Usage	Yes
Avg. Rent	519/ month (Citywide: \$580)
Home/ Lot Values	\$105,900 (Citywide: \$132,713)
External Influences	Yes
Venues in surrounding area	No
Entertainment in surrounding area	Yes
Housing	Yes
Lodging	No
Parking	Yes

Land Use:

Within the Marine Villa district of St. Louis, there are 6 different land uses, according to the City of St. Louis (Geo St. Louis, n.d.). These are 'neighborhood preservation', 'neighborhood development', 'neighborhood commercial', 'business/ industrial preservation', 'business/ industrial development', and 'institutional'. In order to better demonstrate the meaning behind and potential relation between each of these land use designations, brief descriptions of each have been provided, based upon the Strategic Land Use Plan within the St. Louis Comprehensive Plan.

Neighborhood Preservation: This designation promotes the use of integrated, infill development of residential and corner commercial to serve the immediate neighborhood. The city uses this designation to continue preserving and rehabilitating the area with sensitivity to the character of the existing residences.

Neighborhood Development: This land use displays residential and non-residential areas with opportunities for new construction that may define a new neighborhood character over a period of time, or is an area "with substantial amounts of vacant land and abandoned buildings suitable for new residential construction of scale/ associated neighborhood services (...)" (St. Louis Land Use Plan, 2005, p. 12).

Neighborhood Commercial: This is used to designate areas where development and rehabilitation of commercial uses serving adjacent neighborhoods is encouraged. This is predominantly used along major thoroughfares and intersections with mixed-use developments being ideal.

Business/ Industrial Preservation: This designation is reserved for areas where stable businesses exist and are encouraged to stay, where condition of buildings is good, and there is a low level of vacancy.

Business/ Industrial Development: Areas where land is currently being under-utilized near major roadways, railroads, or the river. These areas have experienced a peak in productivity in the past, and are usually unable to change uses due to environmental issues, therefore new business or industrial uses are encouraged.

Institutional: Areas used for major nodes of education, medicine, religion, or other institutional uses.

The current land use map and color definitions for each designation in the Marine Villa district can be seen in Figure 13.

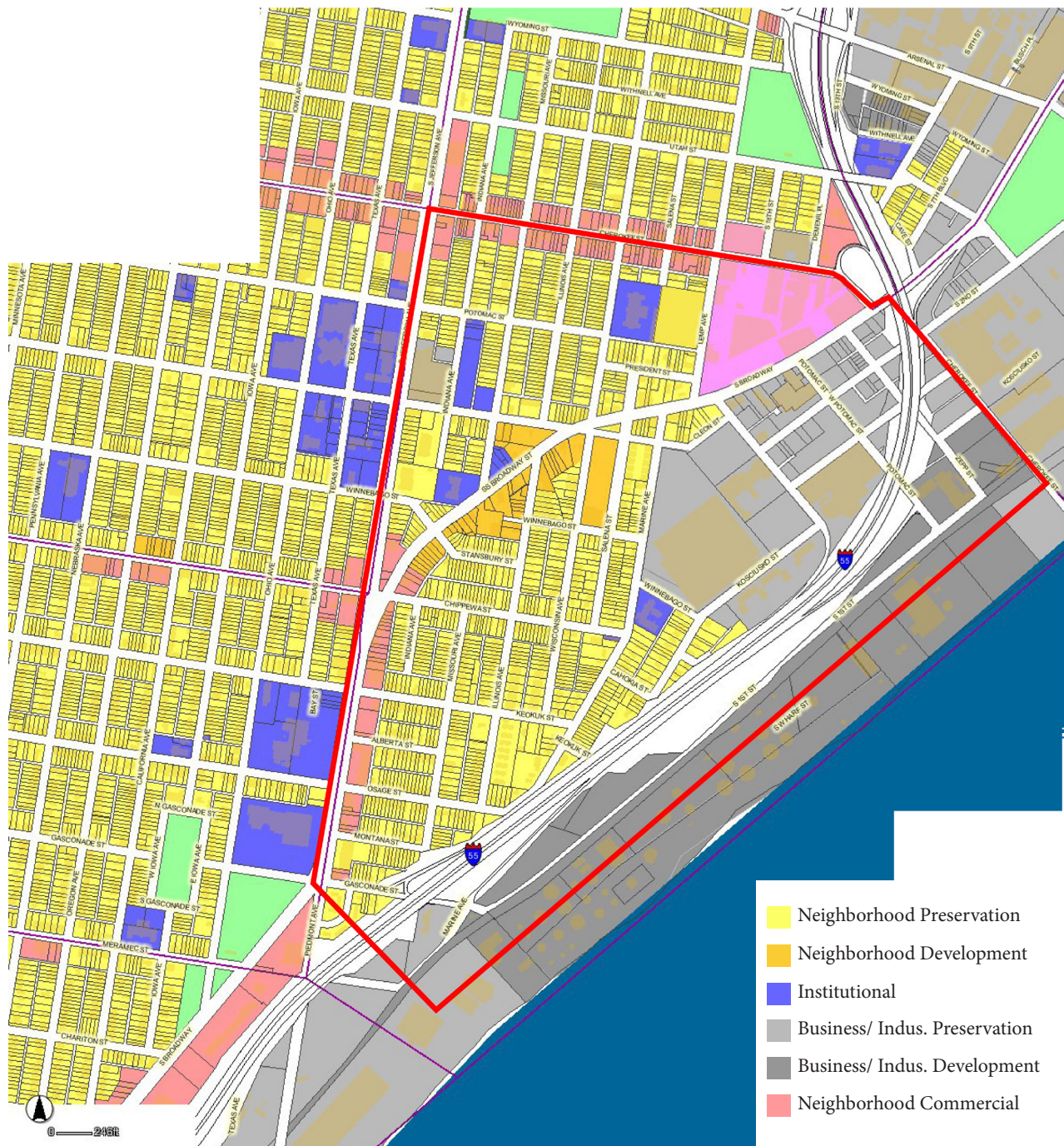


Figure 13: Land Use for Marine Villa (Source: Geo St. Louis, n.d.)

As Figure 13 shows, the main land use designations are separated slightly, but also integrated within each other. The industrial and business sector of the area is located along the highway and river, giving it the best access to infrastructure and shipping options. However, the vast majority of industrial presence is designated as 'development', meaning the industrial sector is in need of reinvestment and stronger economic activity. The neighborhood development areas are focused around the major thoroughfare of Broadway St. and commercial area integrated into the neighborhoods, while still having access to the major road. Commercial areas are also in more than one centralized location in the neighborhood, giving easier access to the citizens living in the neighborhood, giving shopping options regardless of which side of Broadway St. you are on. This mix of uses allows for continued diversity of the area and potentially prevention of district stagnancy and may prove useful to a small music venue.

Population Age

The average population within the district is 32.75, which is just slightly lower than the city-wide average age of 34.66. This can possibly be explained through an analysis of the under 18 population within the district, approximately 29%, compared to that of St. Louis as a whole at just over 22%. This could lead to possible conclusions that the population contains a larger amount of young families raising children in the area. This can be seen within statistics from the 2010 U.S. Census which shows that the majority of housing within the district is occupied by families as opposed to non-families. Furthermore, more than half of the family residences are larger than a 2-person household, implying that married citizens live in the area, especially with children.

Income

The average income per capita within the Marine Villa district is much lower than that of the city, implying it is not an affluent neighborhood. The district has an average income of \$17,365 per person, while the city as a whole is only slightly higher than that at \$20,769 per person. The significant factor to draw out of this figure is that the district does have a lower income than the city on average, which could potentially be explained by the age of the housing available in the area, with the vast majority of housing units (84%) dating back to, and prior to 1939. Furthermore, the education levels within the district are relatively low, with only a small portion of residents having more than a high school diploma.

Pedestrian Amenities

The Marine Villa district has been determined to fall under the ‘no’ category for pedestrian amenities, meaning there is a distinct lack of infrastructure elements for pedestrians to use within the district. In order to receive this rating, the district needed to contain less than 30% of the pedestrian amenities list I established before site visits. This list of pedestrian amenities, compiled with what amenities were and were not present, can be viewed within Table 4.

Table 4: Pedestrian Amenity Checklist for Marine Villa (2015)

Pedestrian Amenity	Present (X)
Signage	
Plantings	X
Lighting	X
Street Furniture	
Building Edges	
Wayfinding	
Attractive and Clean Environment	
Planting buffers	
Shelter/ awnings	
Continuous sidewalks	X
Bicycle Lanes	
Bicycle Facilities	
Striping/ Paving (Crossing)	
Curb ramps	X
Texture and Contrast	
Bulb-outs	X
Safety posts and bollards	
Flashers and overhead signs	
Traffic signals	
Pedestrian signals	
Traffic circles	
Roundabouts	
Medians	
On-street parking	X
Pedestrian only streets	

Mass Transit Availability

Mass transit stops located within one-quarter mile is an important aspect of this study because it allows potential patrons to use transit from other portions of the city and puts them within walking distance of the venue. A quarter-mile radius around Off Broadway and the mass transit stops within that radius, notated with blue dots, can be seen in Figure 14.

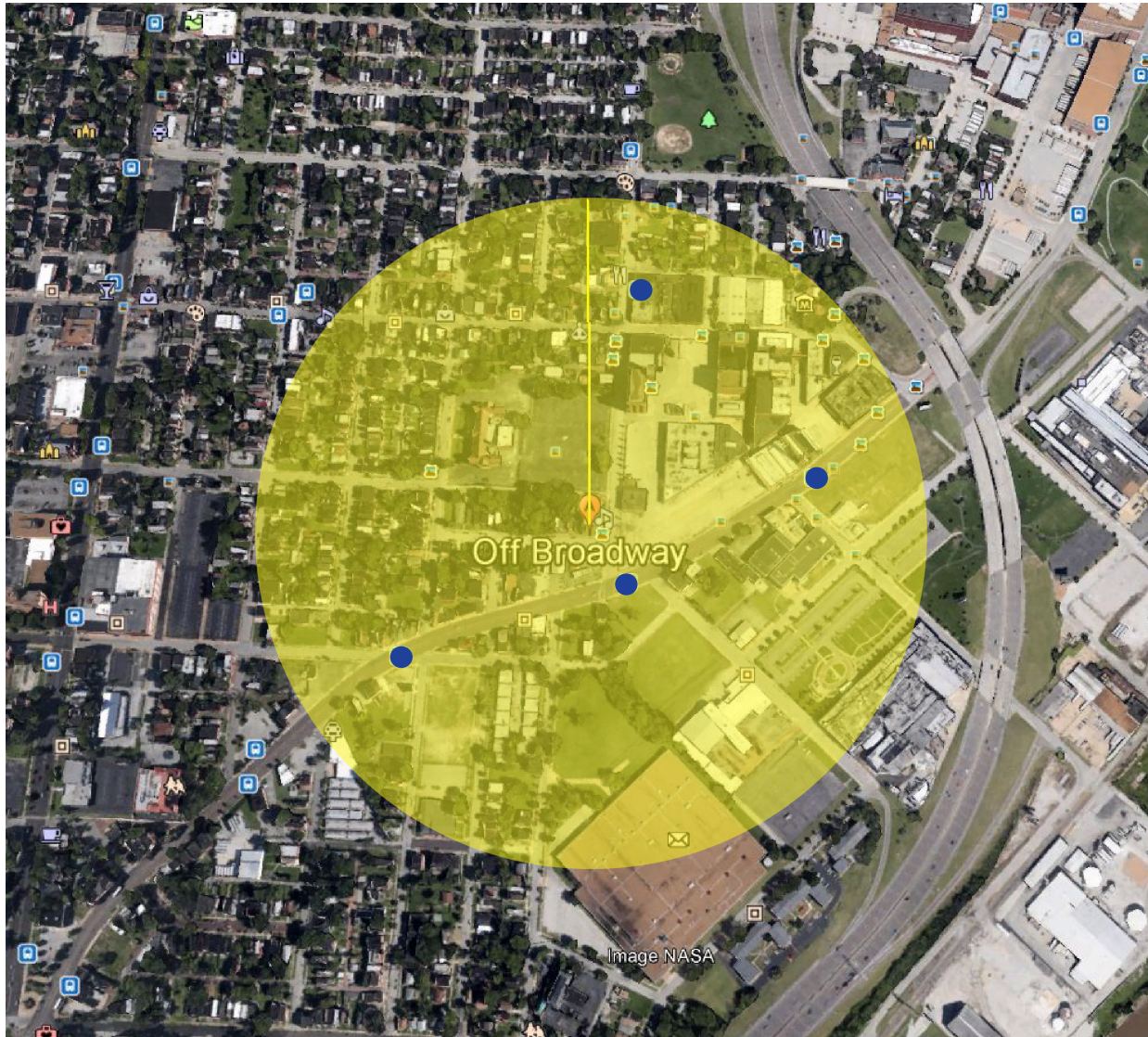


Figure 14: Transit Stops within 1/4 mile of Off Broadway (Source: Google Maps, 2015)

Existing Building Usage

The use of an existing building can give important insight into the tendencies of music venues when they decide to move to a different area and what they may look for. Off Broadway moved into an existing building that was constructed in 1929, which could mean that the venue didn't have enough money to purchase and develop land new, or that they wanted to keep a historic building that fit the character of the neighborhood. This coincides with the current land-use designation of 'neighborhood preservation' that has taken hold in the majority of the area, and gives insight into potentially what may prove helpful to small live-music venues.

Average Rent

The average rent within Marine Villa is below the average of the city, which is not surprising seeing as the average income is also below the city-wide average. Marine Villa averages rent of approximately \$519 per month compared to the city-wide average of about \$580 per month. Approximately 56% of the district housing is renter occupied, meaning the rent value may not be artificially inflated due to high demand, allowing the rent to stay at a reasonable level. Furthermore, data spread represents a fairly typical distribution, with majority of renters being between 25 and 44 years of age, and majority of owners being between 35 and 54 years old. Low rent prices could also be influenced by the age of buildings, with the majority dating back to 1939 and earlier.

Home and Lot Values

Home and lot values are consistent with the rest of financial capital data that I received throughout the rest of my research, for values are again lower on average than the rest of the city. Marine Villa's average home and lot value is approximately \$105,900 compared to the city-wide average of \$132,713. This again can be possibly be explained by the age of the buildings throughout the district.

External Influences

There are two main external influences that may exist for Off Broadway and impact it in a positive manner. Firstly, the historic Cherokee Antique Row, which is “a perfect afternoon getaway offering six blocks of independently owned and operated antique, collectible and specialty shops, art galleries, restaurants and cafes”(Cherokee Lemp Antique Row, n.d.). This is clearly a major influence on the area as a whole because it brings in people looking to spend money, bolstering the districts economic base. Furthermore, this antique district may encourage people to visit on nice days in which they can walk the area, potentially discovering the music venue and giving them more patrons for that evening or an upcoming event.

The second main influence for Marine Villa and Off Broadway, is the historic Lemp Brewery (Figure 15) and Lemp Mansion (Figure 16). Although the brewery closed in 1919 due to prohibition, it has a nationwide reputation for being haunted and one of the scariest places in the area. The haunted history of the Lemp family began in the 1860's when the family built their mansion next to the family brewery, connecting the two through underground tunnels and passageways for travel and storage. By 1870 the Lemp Brewery had become the largest brewing company in St. Louis. By 1919 and the closure of the brewery, the family had already experienced one suicide, and one death due to heart failure at the age of 28. Over the next 30 years the family experienced five more deaths at young ages, or suicides within the mansion under mysterious circumstances. The final brother, Edwin Lemp, sold the mansion in 1949 and lived until the age of 90. It is said that he only lived so long because he sold the mansion and left 'the evil' behind (Missouri Haunted House Lemp Brewery, n.d.).

The Lemp mansion has now become a bed and breakfast type of lodging, with different events from pumpkin carving, to comedy-mystery dinner theaters, trivia events, and weekly ghost tours throughout the year. The mansion also acts as a venue for weddings, banquets and parties (The Lemp Mansion, n.d.).

The Lemp Brewery has also become a major attraction for the region, as it is now the home of 'The Abyss', one of the attractions in St. Louis's annual 'Scream Fest'. This type of regional draw can have a major impact on the economic vitality of the area, as well as the success of different types of entertainment venues. This area has also received national attention from the filming an episode of the television program 'Ghost Adventures' within the Lemp Brewery.



Figure 15: Lemp Brewery (Lemp Brewery, 2007)



Figure 16: Lemp Mansion (The Haunted Lemp Mansion in St. Louis Missouri, n.d.)

Venues in area

There are no other music venues within Marine Villa, which could be a positive or a negative aspect for Off Broadway because they do not need to worry about nearby competition, but it also means there isn't a strong music presence in the area which could end up limiting the venue in the long run.

Entertainment in area

Marine Villa has a fairly large presence of other entertainment options in the area, many of which I have previously mentioned, such as the antique row, and Scare Fest activities, but there are other distinct options for those looking to spend time and money in the area. However, the majority of these entertainment options fall within the North-Western portion of the Cherokee-Lemp Antique Row, which is just outside the boundaries of the Marine Villa District. A detailed analysis of these different options can be seen in Figure 17 and Table 5. These different entertainment options are a benefit to the district and Off Broadway because it shows a diversity of different options that may appeal to different types of people, and therefore may bring in more money. The diversification of entertainment options allows for economic growth and vitality in the mixed-use area.

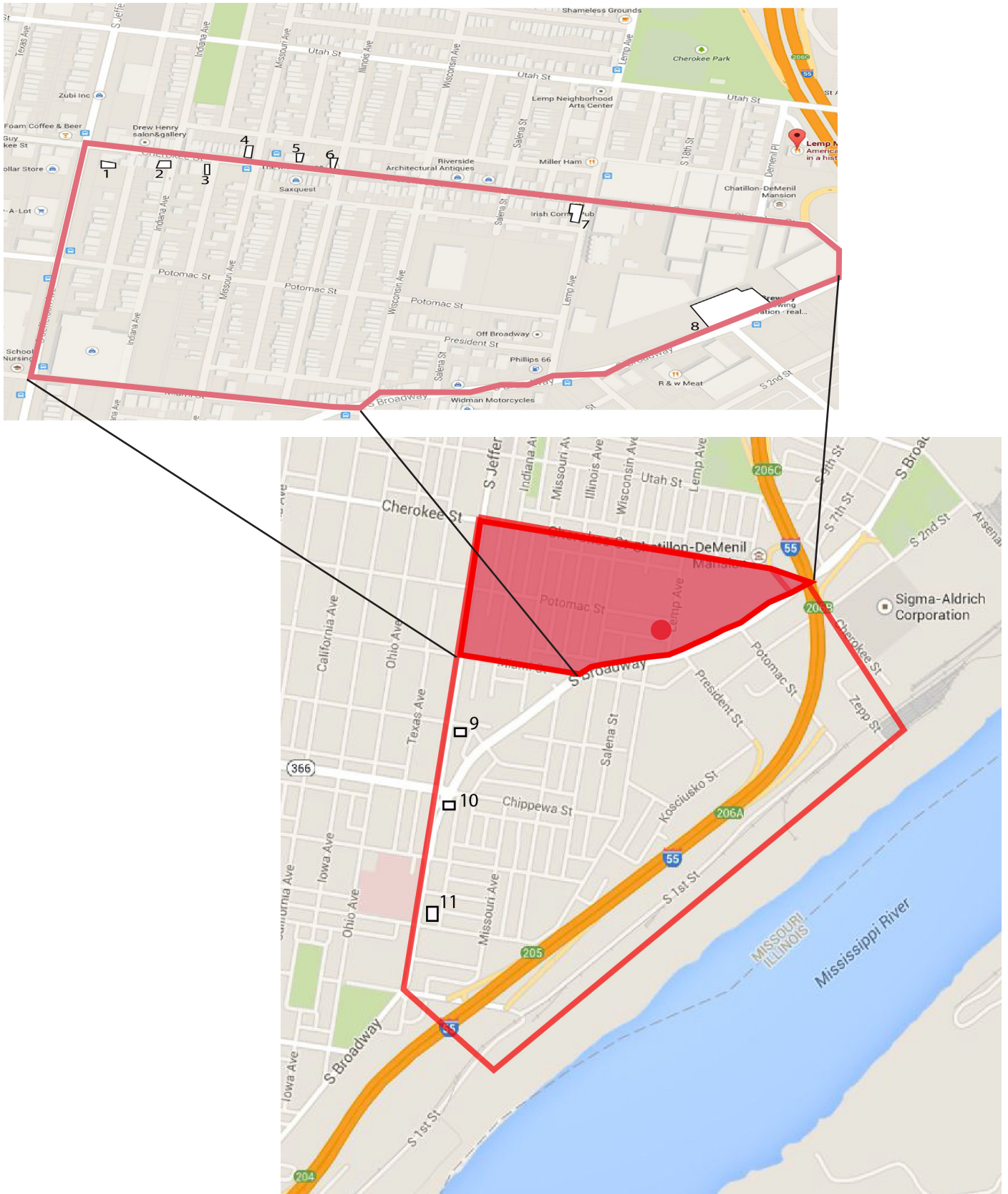


Figure 17: Entertainment Options within Marine Villa (Source: Google Maps, 2015)

Table 5: Entertainment Options within Marine Villa (2015)

#	Name	Type of Entertainment
1	Hong Kong Express	Restaurant
2	PHD Gallery	Arts
3	Martin's Galleries	Arts
4	Whisk: A Sustainable Bakeshop	Restaurant
5	Kevin's Place	Restaurant
6	The Mud House	Restaurant
7	Irish Corner Pub	Restaurant
8	Lemp Brewery	Other
9	Sump Coffee	Coffee
10	South Broadway Art Project	Arts
11	China King	Restaurant

Housing within one-quarter Mile

Marine Villa contains a large amount of housing within a quarter-mile of Off Broadway, demonstrated previously in land use map Figure 13, and quarter-mile radius map Figure 14. Having housing within walking distance of the venue indicates a mixture of uses and 'smart design' concepts. As previously stated, approximately 84% of housing within the district dates back to 1939 or earlier; the district contains a conglomerate of 2-3 story apartment buildings, duplexes, row homes, as well as small single-family homes (Figures 18 & 19).

Lodging within one-quarter Mile

Marine Villa contains no lodging options, especially not within a quarter-mile. The closest lodging options are located in the central downtown area, near the convention center and Busch Field. The lack of lodging indicates that Marine Villa isn't nearly as prolific of a tourist destination as the downtown district with the St. Louis Arch, Busch Field, and other major attractions.

Parking

Off Broadway is highly accessible by automobile, located just off the major Broadway thoroughfare, and has available parking on the streets around the venue, and a private parking lot. The venue advertises their available on-street parking, but discourages patrons from parking in the nearby neighborhoods in an attempt to be 'good neighbors'. There is a private parking lot available directly across the street from the venue. The almost limitless parking availability allows patrons to drive directly to the venue, but can potentially discourage pedestrian traffic in the area, which may be a portion of the explanation for the lack of pedestrian amenities in the area.

Marine Villa is clearly an aging district within St. Louis, but has valuable riverfront connections and many connections to the rest of city and close proximity to the main downtown district. These connections can help make for a successful neighborhood; however Marine Villa seems to have been left behind for younger low-income residents. The neighborhood does have some gleams of hope, such as the Cherokee Lemp Historic district, but has an overall feeling of poor upkeep and dilapidation (Figures 20-22) despite having an interesting character (Figure 23).



Figure 18: Single Family Housing in Marine Villa (Google Earth, 2015)



Figure 19: Different Housing Types within Marine Villa (Google Earth, 2015)



Figure 20: Poor Fence Upkeep (2014)



Figure 21: For Sale Sign with Graffiti (2014)



Figure 22: Rundown building on Lemp Ave. with destroyed and boarded windows (2014)



Figure 23: Old School with Antique Design, For Sale (2014)

Off Broadway is located within one of St. Louis's many Enhanced Enterprise Zones (EEZ), which gives state and city tax incentives to businesses that invest in different geographical areas within the city. The city offers a 10-year real estate tax abatement to qualifying businesses investing at least \$100,000 capital investment and creating at least 2 new jobs. The state of Missouri also offers a plethora of different benefits to qualifying businesses (Enhanced Enterprise Zone, n.d.). The use of an EEZ demonstrates that the city recognizes the potential of this area and desires to see new life brought to the area.

Marine Villa isn't in the greatest stage currently, however it has a lot of potential. It contains a lot of important aspects such as a mix of uses, mass transit availability, and combination of land uses, as well as different shopping and entertainment options which could all assist in the future success of the district, as well as new entertainment options being created as recently as 2014. Finally, the district as a whole is located close to the large tourist and major downtown area.

In regards to small live-music venues, and the specific focus of this study, there are several key aspects that can be drawn from this district; the area has a lower cost of living which caters to the lower-than-average-income residents who live there. Furthermore, Off Broadway moved into an existing building within the district, staying with the characteristics of the surrounding neighborhood. The venue has other entertainment nearby, so it is not an isolated entertainment conditional use of some kind, and is near a major thoroughfare through the city.

The Hi-Fi: Indianapolis, IN

The Hi-Fi (Figures 24 & 25) is a 21+ venue located within the Fountain Square neighborhood of downtown Indianapolis with a capacity of 195. Fountain Square is located just East of the intersection of I-70 and I-65 and not far from central Indianapolis and Lucas Oil Stadium (Figure 26). The Hi-Fi books a wide variety of artists and music types including bluegrass, country, alternative, independent, and many local acts, along with many famous acts in their past. The Hi-Fi also caters to groups of people looking to simply spend time out rather than only music acts, having weekly karaoke nights and themed 'live karaoke' events (The Hi-Fi, n.d.). All population and housing data was retrieved from the 2010 United States Census.



Figure 24: The Hi-Fi's Exterior (Coyote Talk Instagram, 2015)



Figure 25: The Hi-Fi's Interior (2015)

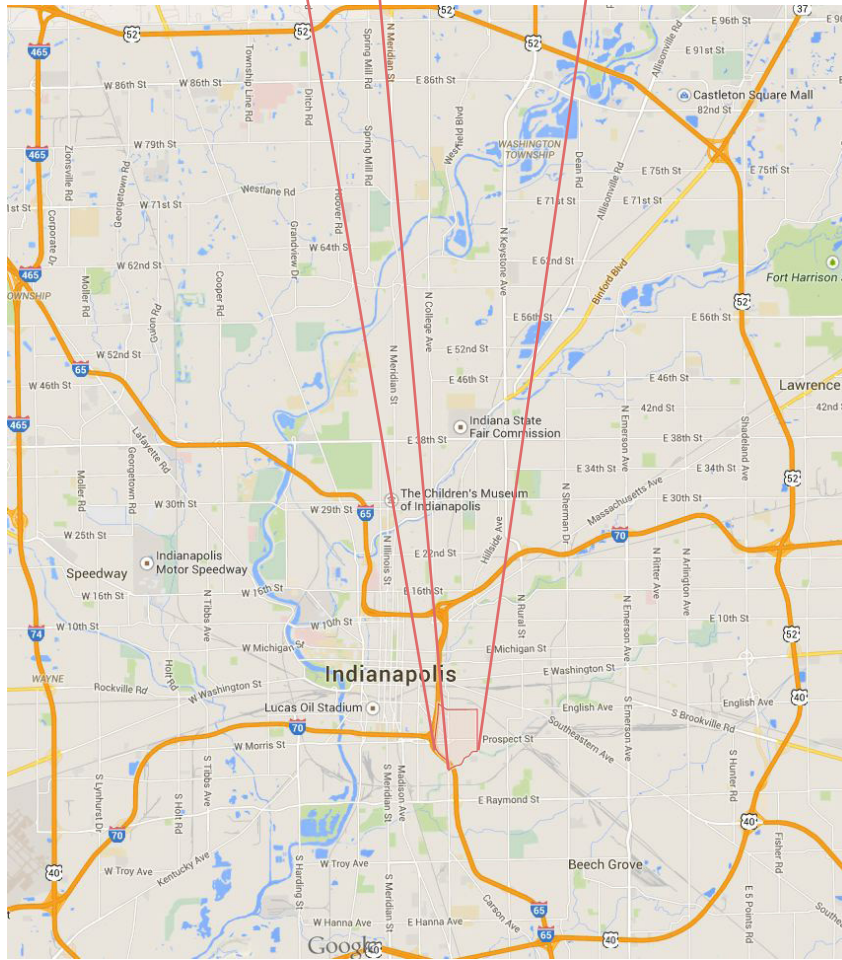
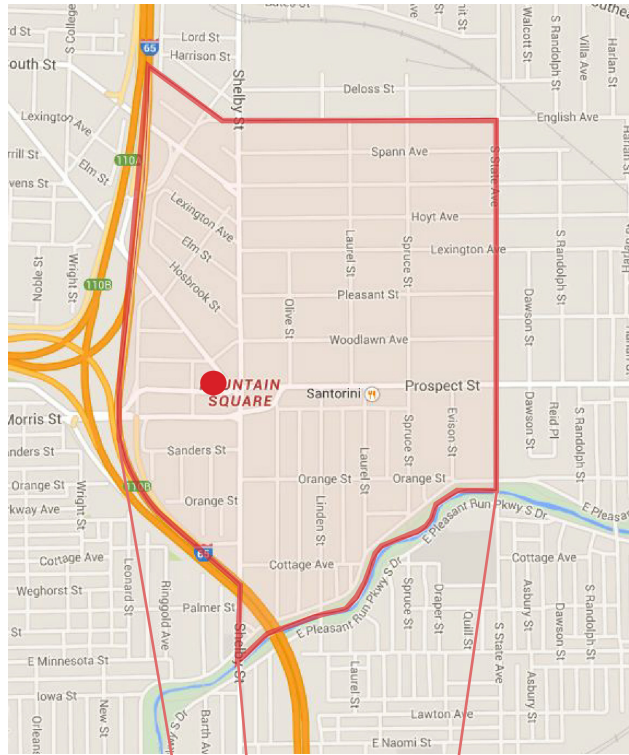


Figure 26: Fountain Square within Indianapolis (Source: Google Maps, 2014)

Research has been completed regarding the pre-established criteria and can be viewed with corresponding data for Fountain Square in Table 6 below, with further explanation and interpretation following.

Table 6: Criteria Findings for Fountain Square (2015)

Criteria	Indianapolis
Land Uses	3
Population Age (Avg)	36.85 (Citywide: 33.90)
Income (Avg per capita)	\$14,700 (Citywide: \$16,820)
Pedestrian Amenities	16/25 (64%) (Yes)
Mass Transit	Yes
Existing Building Usage	Yes (Art Co-op Building)
Avg. Rent	455/ month (Citywide: \$559)
Home/ Lot Values	\$65,950 (Citywide: \$93,491)
External Influences	Yes (Art building)
Venues in surrounding area	Yes
Entertainment in Surrounding area	Yes
Housing	Yes
Lodging	Yes
Parking	Yes

Land Use

Fountain Square has three distinct land uses; exempt, residential, and commercial. These three uses are integrated into the neighborhood with 'exempt' sparsely scattered throughout residences and commercial uses clustered around the major thoroughfares of the neighborhood (Figure 27). The mix of uses throughout the area indicates that the neighborhood is likely relatively active throughout the day. There are two major portions of the area that seem to stick out when compared to the rest of the district; firstly, on Shelby St. south of Morris St. there is a large presence of exemptions. These exemptions include the Indianapolis Metropolitan Police Department, the Marion County Wic Clinic, the Salvation Army, and several other municipal and tax exempt buildings. The second major clustering of exemptions is located on the North-Western corner of Fountain Square, housing a middle school, a church, and the 'Keep Indianapolis Beautiful' building. With the exception of these two 'exempt' clusters, the residences are located along the minor streets, and commercial along the major roads throughout the neighborhood.

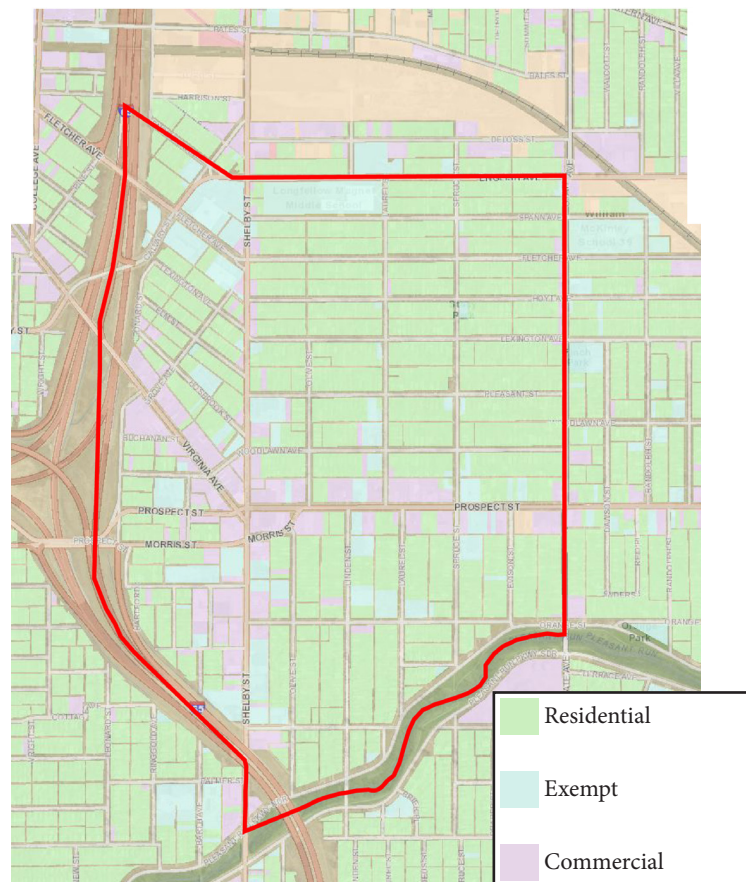


Figure 27: Land use plan of Fountain Square (Source: MapIndy, 2015)

Population Age

The average population within Fountain Square is slightly higher than that of Indianapolis, averaging at approximately 36.85 with a citywide average age of 33.90. This is an interesting figure because about $\frac{1}{4}$ of the population of the census tracts of the neighborhood are under the age of 18, just slightly above the citywide average of 24%. Census Tract 3571, which runs from Prospect St. and South out of the district, has a much older female population than the tract North of Prospect, tract 3559, the southern tract having an average age about 6 years older than that of the northern tract. There is little explanation for this anomaly within my research, and no apparent reason why older females choose to live in this portion of the neighborhood. The majority of housing units within tract 3571 are newer than those in tract 3559, which could explain an older presence there, as they are likely to be more expensive, however it does not explain why it is older female citizens.

Income

The average per capita income of Fountain Square is roughly \$14,700, slightly lower than the citywide average of \$16,820. This figure is closely tied to the fact that nearly half the population of the district has only achieved a high school diploma or General Education Development test (GED), limiting their career prospects, and potentially causing them to earn a lower income. Citizens with lower education may be drawn to this area due to the older housing stock, with 85% of housing available constructed prior to 1950.

Pedestrian Amenities

Pedestrian amenities within Fountain Square are at ample supply, and neighborhood is very comfortable for pedestrians, and receives a 'yes' rating based upon the established criteria of pedestrian amenities. This list of criteria and the amenities that exist within Fountain Square can be seen in Table 7. Examples of these amenities can be seen in Figures 28 & 29.

Table 7: Pedestrian Amenity Checklist for Fountain Square (2015)

Pedestrian Amenity	Present (X)
Signage	X
Plantings	X
Lighting	X
Street Furniture	X
Building Edges	X
Wayfinding	X
Attractive and Clean Environment	X
Planting buffers	
Shelter/ awnings	
Continuous sidewalks	X
Bicycle Lanes	X
Bicycle Facilities	X
Striping/ Paving (Crossing)	X
Curb ramps	X
Texture and Contrast	
Bulb-outs	X
Safety posts and bollards	
Flashers and overhead signs	
Traffic signals	X
Pedestrian signals	X
Traffic circles	
Roundabouts	
Medians	
On-street parking	X
Pedestrian only streets	



Figure 28: Pedestrian Amenities & Signage in Fountain Square (2015)



Figure 29: Right of way signage in Fountain Square (2015)

The large amount of pedestrian amenities within the neighborhood indicates a fair amount of time and money has been used in order to make this area more walkable and pedestrian friendly. Typically this is due to a higher demand for pedestrian facilities, a conscious decision to incorporate alternative modes of transportation into the streetscape, or even an area trying to motivate citizens to have healthier lifestyles through active recreation. Regardless of the origin, pedestrian amenities tend to make an area more invited to those on foot, and can be viewed as a major positive aspect for residents and visitors of Fountain Square.

Mass Transit Availability

Along with the encouragement of pedestrian traffic, Fountain Square has available transit stops, and includes transit locations within a quarter-mile of The Hi-Fi. The distance of these transit stops and a quarter-mile radius from Hi-Fi can be viewed in Figure 30, with stops marked in blue. The large number of transit stops within the area helps display the popularity and traffic volumes that this area gets, especially along these major commercial corridors.

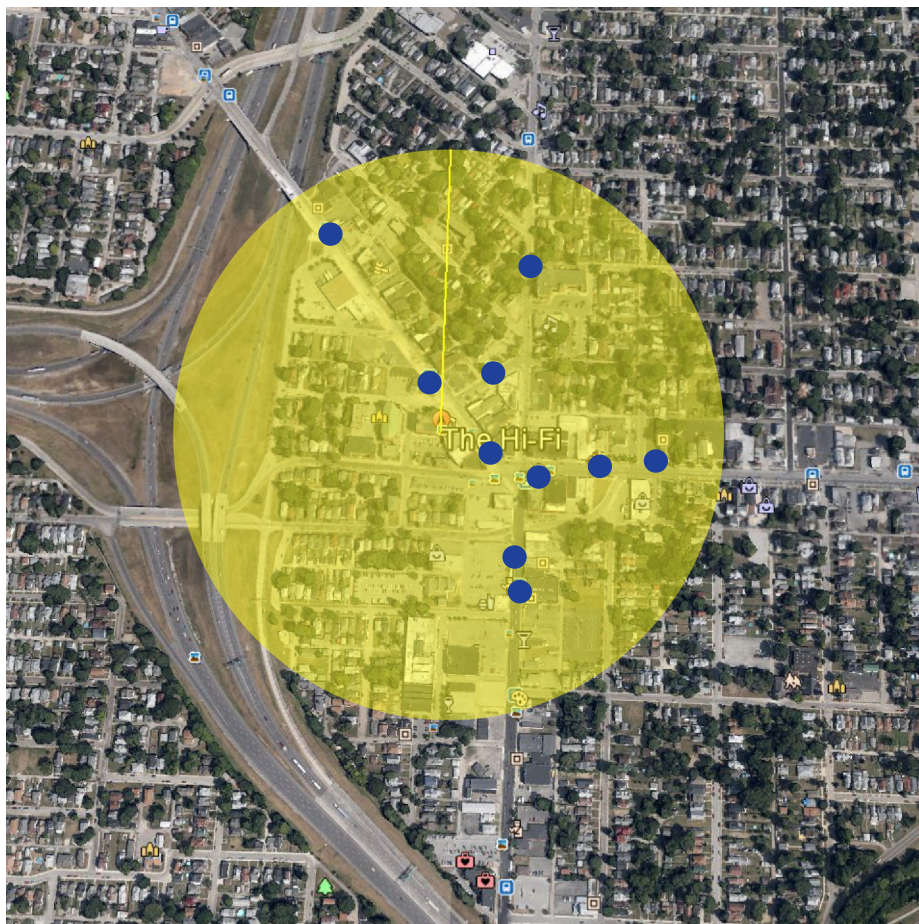


Figure 30: Mass transit stops within 1/4 mile of The Hi-Fi (Source: Google Maps, 2014)

Existing Building Usage

The Hi-Fi is located on the ground floor of The G.C. Murphy Building, a large building housing a variety of businesses as well as art galleries, artist studios, and restaurants. The Murphy Building, as it is known in the area was constructed in 1884 and is now listed on the National Register of Historic Places (Fountain Square). Since January of 2010, the second and third floors of the Murphy Building have been leased entirely, and a waiting list has been maintained, furthermore, the ground floor retail spaces, where The Hi-Fi is located, have been leased at a “remarkable rate” (Murphy Arts Center, n.d.). This location indicates that not only did The Hi-Fi located within an existing building that conforms with the existing appearance of the neighborhood, but the venue is located within one of the most popular buildings in the area for not only commercial businesses, but also a building that people want to live and work in.

Due to high demand to lease in the Murphy Building, it seems unlikely that The Hi-Fi lacked the financial backing to construct a venue and decided to simply move into an existing building; but rather the venue intentionally chose to move into an historic and sought after location.

Average Rent Price

Like the average income, the average for Fountain Square is lower than the city-wide average, being approximately \$455 per month with the citywide average falling at approximately \$559 per month. These rent prices have a very unequal distribution throughout the district however, between the two census tracts. The northern tract, 3559, has no rents listed lower than \$650 per month, while the southern tract, 3571, has no rents listed above \$399 per month. This clear difference in rent prices across the district, and the drastic difference between the prices has a clear effect on the overall average rent for the district.

Home/ Lot Values

Consistent with the other financial information collected, the average home and lot value in Fountain Square is lower than the citywide average, having a district wide average of \$65,950 compared to Indianapolis as a whole at \$93,491. The lower property value in this area may result from a slightly older housing stock; as 85% of Fountain Square properties were constructed prior to 1950, while 76% of the properties across the city are from that era. This data is again drastically different intra-neighborhood between the two census tracts studied. The northern tract has an average value of about \$74,000; much closer to the city-wide average than that of the southern tract, averaging at approximately \$57,900. This rift seems to be created because of a drastic difference in the number of high-value properties within the northern census tract, outnumbering the southern tract 115 to 29 in number of properties valued over \$100,000.

External Influences

The Hi-Fi's location within the Murphy Building creates a sizeable influence for the venue, attracting people to the location for alternate reasons, as well as with 'first Friday' programs. These programs open up different sites across Indianapolis in order to promote arts and culture in the area. The Murphy Building opens up during first Fridays to bring visitors in to see the different artist studios and galleries, and open has a concert within the Hi-Fi. This program is run by 'Do317', a nationwide company, also extending to Mexico City that organizes and promotes the different events happening within their featured venues (Do317, n.d.).

Venues in Surrounding Area

Along with The Hi-Fi there are several other music venues within Fountain Square, catering to a variety of entertainment seekers. 'Radio Radio' is located just a few blocks from The Hi-Fi and seems to have a slightly different atmosphere. Radio Radio advertises itself as a "Classy lounge and eclectic rock-music venue with a small dance floor and video screens" (Google Maps, 2015). Radio Radio, like The Hi-Fi is for patrons over 21 for all shows with no exceptions. The venue advertises itself to be one of the best concert venues in Indianapolis (Radio Radio, n.d.), however it only has 4 dates booked for the month of March 2015, and 7 in April 2015, compared to The Hi-Fi's 21 and 20, respectively. As the two venues seem to host the same general type of music, this may mean that The Hi-Fi has become a much more popular venue to attend and perform.

Hoosier Dome is located on the Eastern side of Fountain Square on the corner of Prospect St. and S. State St. and is the only all-ages music venue in the neighborhood. The venue opened in 2011 and books mostly local and punk rock groups (Hoosier Dome, n.d.).

The White Rabbit Cabaret is a 21 and over venue located across Prospect St. from Radio Radio and hosts "national and local musical headliners, cabaret and burlesque, stand-up and improv comedy, and movie screenings" (About Us - The White Rabbit Cabaret, n.d.). This venue is clearly of a different manner because it caters to many different types of events other than live music and therefore is less likely to compete for patrons and acts with The Hi-Fi.

Entertainment in Surrounding Area

There are a lot of entertainment options within Fountain Square, especially along the major thoroughfares of Prospect and Virginia. The neighborhood contains a lot of dining options, and the ability to maintain a large amount of social capital. This ample supply of entertainment options aids The Hi-Fi and Fountain Square as a whole because it draws patrons into the area for the purpose of spending time and money in the area. A detailed analysis of these different entertainment options can be seen in Figure 31 and Table 8.

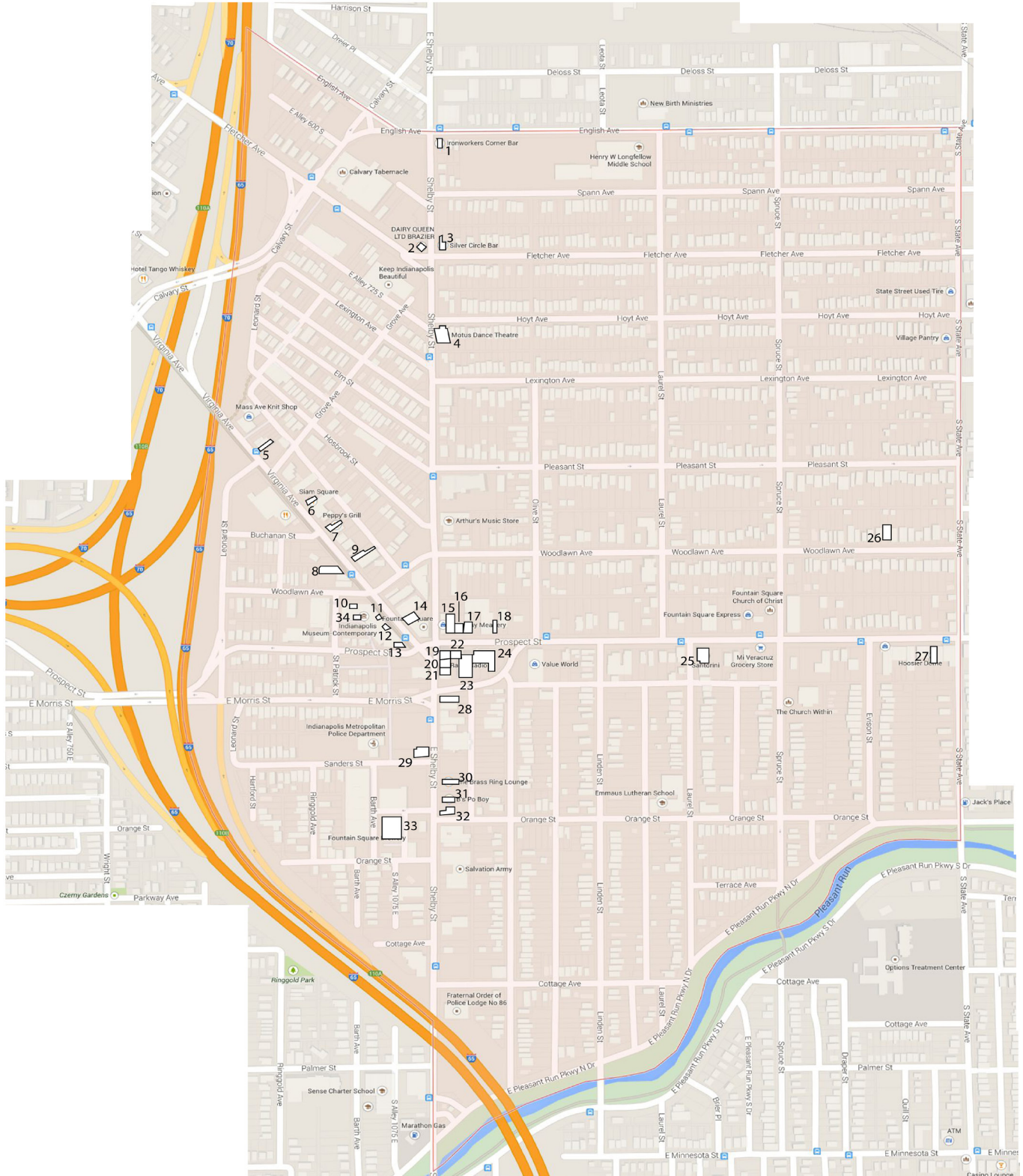


Figure 31: Entertainment Options within Fountain Square (Source: Google Maps, 2015)

Table 8: Entertainment Options within Fountain Square (2015)

#	Name	Type of Entertainment
1	Ironworkers Corner Bar	Bar
2	Dairy Queen	Restaurant
3	Silver Circle Bar	Bar
4	Motus Dance Theatre	Arts
5	Rocket 88 Donuts	Restaurant
6	Siam Square	Restaurant
7	Peppy's Grill	Restaurant
8	NAISA Pan Asian	Restaurant
9	The Cultured Swirl Frozen Yogurt	Restaurant
10	Heartland Film	Arts
11	Pure Eatery	Restaurant
12	Red Lion Grog House	Restaurant
13	El Arada Mexican Grills	Restaurant
14	Mama Irma	Restaurant
15	Maria's Pizza	Restaurant
16	Funkyard	Coffee
17	White Rabbit Cabaret	Bar/ Music Venue
18	Revolucion	Coffee
19	Smokehouse on Shelby	Restaurant
20	End of the Line Public House	Restaurant
21	Imbibe	Bar
22	Atomic Duckpin Bowl	Other
23	Fountain Square Theatre	Arts
24	Radio Radio	Bar/ Music Venue
25	Santorini	Restaurant
26	Q Branch	Bar/ Night Club
27	Hoosier Dome	Arts
28	Thunderbird	Restaurant
29	Subway	Restaurant
30	The Brass Ring Lounge	Bar
31	B's Po Boy	Restaurant
32	Pizza King Indianapolis	Restaurant
33	Fountain Square Brewery	Bar
34	Indianapolis Museum- Contemporary	Arts

Housing within one-quarter mile

Fountain Square contains an ample amount of housing within a quarter-mile of Off Broadway, shown previously in land use map Figure 26, and quarter-mile radius map Figure 29. Having housing and other commercial purposes within walking distance of the venue indicates a likely walkable area using the 'smart design' principles. As previously stated, the large majority of the housing within the neighborhood pre-dates 1950; the district contains a conglomerate of mostly single-family homes with scattered duplexes and row homes (Figures 32 & 33).

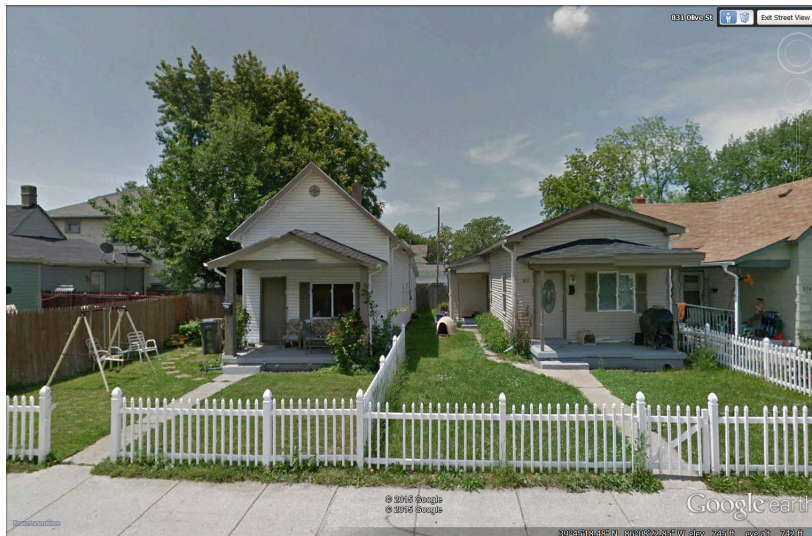


Figure 32: Small single-family homes in Fountain Square (Google Earth, 2015)

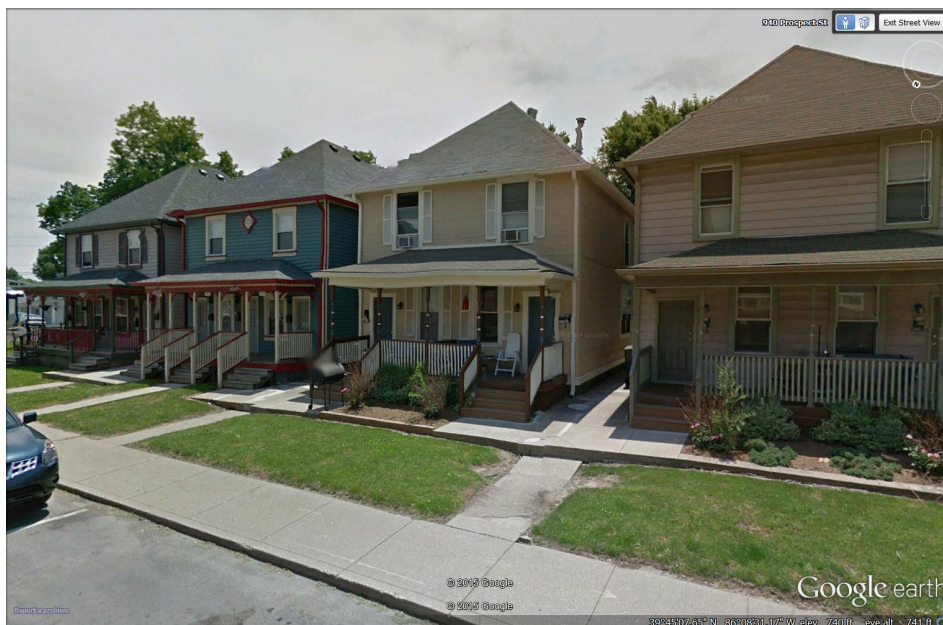


Figure 33: Multifamily living in Fountain Square (Google Earth, 2015)

Lodging within ¼ mile

Within Fountain Square there is one lodging option, the Fountainview Inn, located within the Fountain Square Theatre Building, just blocks from The Hi-Fi. The Fountain Square Theatre Building is another historic building located within the district and was constructed in 1928, it now holds the Fountain Square Theatre, two vintage bowling alleys, two restaurants, and a cocktail bar along with the Inn. The Fountainview Inn has 11 different suite-style rooms, ranging from \$150 to \$250 per night. A lodging option in the neighborhood as well as very close to the venue can potentially help draw in visitors to Fountain Square, increasing the financial capital the neighborhood is capable of having, and could have a beneficial impact on the venue (Fountainview Inn, n.d.).

Available Parking

The area around The Hi-Fi has a lot of available parking for patrons both on the street and private parking. Parking on the street in the area is free and the Murphy Building has a free parking lot directly behind the building. This parking available can be attractive to visitors and beneficial to not only The Hi-Fi, but the rest of the businesses in the area as well. Furthermore, because of the large number of pedestrian amenities available, it is not detrimental to visitors to park further away and walk throughout the neighborhood, encouraging business.

The land for Fountain Square was purchased in 1835 and began as primarily residential development, but as Virginia Ave. became the city's Southern commercial center, the neighborhood experienced rapid commercial growth in the 1870's. After the turn of the century, Fountain Square established itself as a cultural center by having more operational theaters than any other part of Indianapolis from 1910 to 1950 (Fountain Square, n.d.). The neighborhood served as the 'downtown' of the South side of the city until it began experiencing economic decline throughout the district as new developments emerged further South. Major decline hurt the district's moral as the theaters began to close and the area's iconic fountain was relocated to Garfield Park (Fountain Square, n.d.). However, during the late 1990's the commercial area began to experience concentrated redevelopment and reinvestment and has grown to become a "primary live/work community for Indianapolis artists" (Fountain Square, n.d.).

The commercial district changes have also begun to draw reinvestment to the surrounding residential areas, improving the quality of the neighborhood and homes. Fountain Square has experienced a lot of investment and revitalization over the past two decades, but is still ripe for change. Branding elements are in place, as the district has its own logo (Figure 34), and the neighborhood celebrates its success with attractive environments for pedestrians, public art, and clear signs of a bright future (Figures 35-38) If current reinvestment continues, the area could have a completely different statistical appearance when compared to the rest of Indianapolis, but only time will tell.



Figure 34: Fountain Square district logo (2015)



Figure 35: Christmas tree on Fountain Square Theatre Building (2015)



Figure 36: Building facade mural in Fountain Square (2015)



Figure 37: Modern mass transit stop within Fountain Square (2015)



Figure 38: Portion of commercial area within Fountain Square (2015)

Fountain Square is an enjoyable area within Indianapolis, especially within the commercial corridor, with both attractive and slightly run-down residential areas surrounding the major thoroughfares. Clear signs of reinvestment dot the area, and it is evident that this district has become a go-to for an art and culture experience.

There are several major factors that may prove helpful for a small-live music in the area; the large amount of pedestrian amenities allows for a walkable area, allowing passersby to stop in if interested. Second, the overall financial capital of the district is currently less than that of the city as a whole, having lower average rent, lower income per capita, and lower home/ lot value. This information is peculiar however, due to the Northern portion of the district having higher reported financial capital categories than the Southern portion. It is possible that the financial reinvestment in the residences has begun in the Northern tract, but not in the Southern. The next major factor is that The Hi-Fi moved into an historic building within in the district, sharing a building with artists and restaurants, weaving them into the cultural fabric of Fountain Square. Lastly, The Hi-Fi is located along a major thoroughfare, and within the commercial corridor of the area, giving it major access to motorists, pedestrians, and potential patrons.

Omaha Slowdown: Omaha, NE

Omaha Slowdown (Figure 39) is located in North Downtown Omaha, within a previously self-defined district, bound on all sides by major pedestrian deterrents (Figure 40). This district is located a few blocks directly north of the main Downtown area and central business district of Omaha. Omaha Slowdown is the largest venue of study, with a maximum capacity of 470. This is also the only venue of study to allow guests of all ages, unless noted online within the details for the event. Slowdown caters predominantly to the ‘indie rock’ genre of music, with the occasional step away into hip hop, as well as different themed events, such as the annual Heartbreakers Ball the week before Valentine’s Day as well as “pretty much weekly” pub quiz nights (The Slowdown, n.d.).



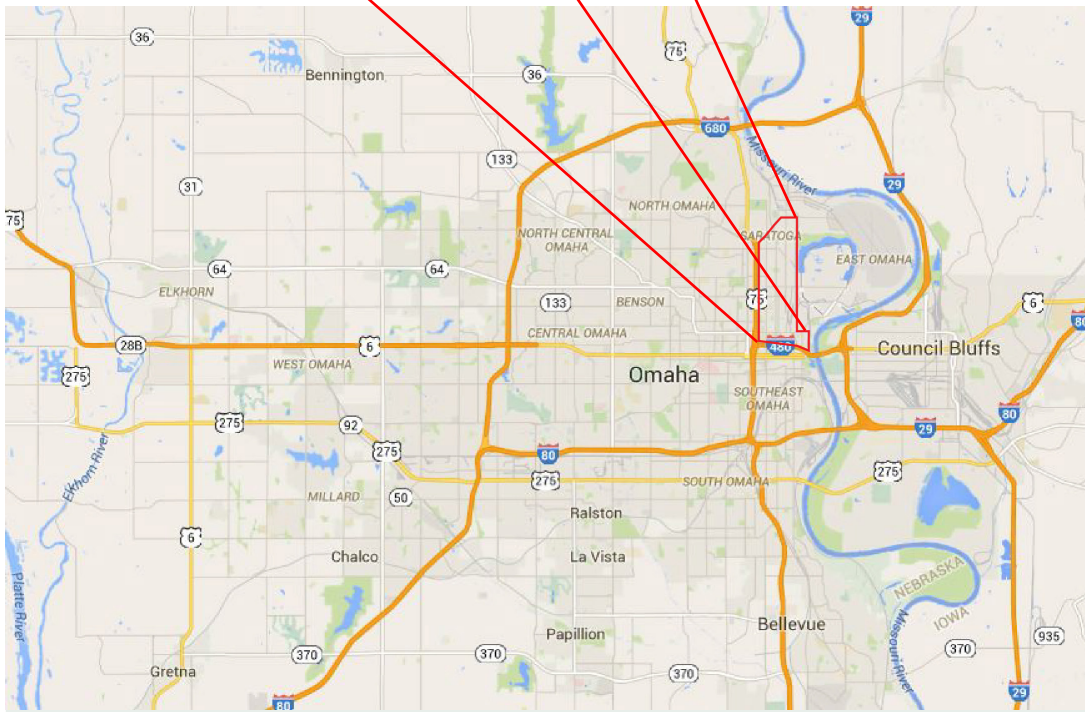
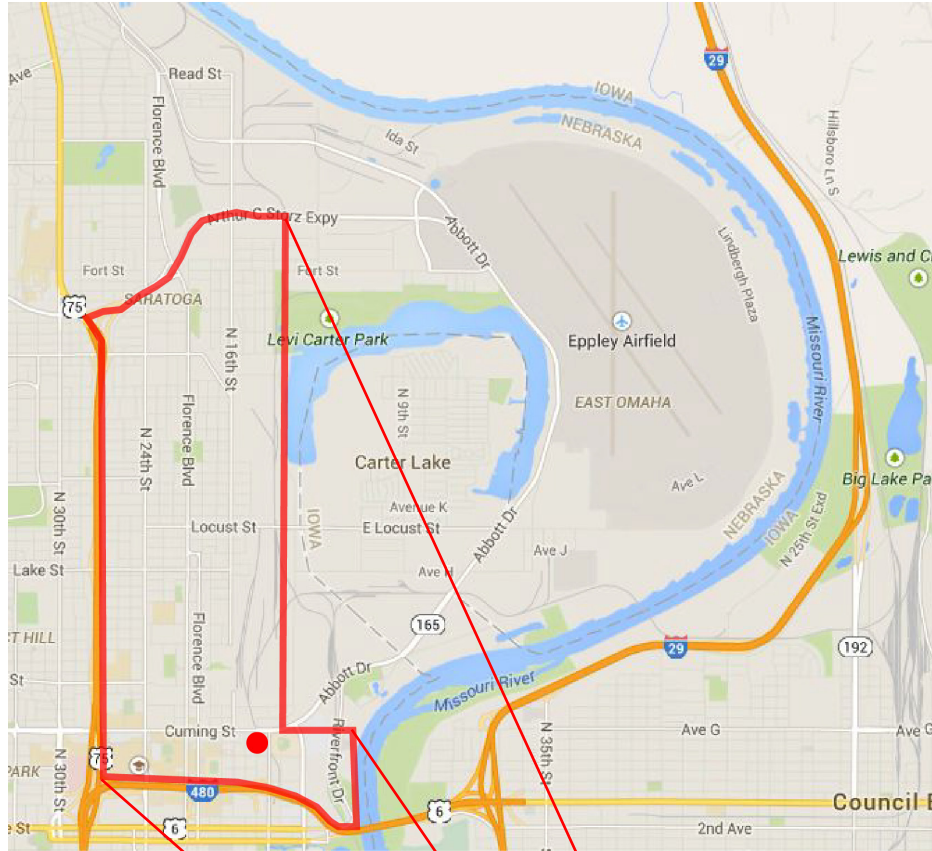


Figure 40: Omaha Slowdown District Boundaries (Source: Google Maps, 2014)

Research has been completed regarding the pre-established criteria of analysis which can be seen in Table 9, with further explanation below. All population and housing data was received from the United States 2010 Census.

Criteria	Omaha
Land Uses	8
Population Age (Avg)	32.60 (Citywide: 35.34)
Income (Avg per capita)	\$10,507 (Citywide: \$26,927)
Pedestrian Amenities	8/25 (32%) (Some)
Mass Transit	Yes
Existing Building Usage	No
Avg. Rent	463/ month (Citywide: \$623)
Home/ Lot Values	\$54,567 (Citywide: \$143,145)
External Influences	Yes (CWS, Creighton)
Venues in surrounding area	No
Entertainment in surrounding area	Yes
Housing	Yes (Mixed-Use)
Lodging	Yes
Parking	Yes

Land Use

The district in Omaha has 8 different land uses; *Low density residential, High density residential, Civic, Downtown mixed use, Office/commercial, Parks/open space, Industrial, and a specially designated mixed use area*. These different uses are shown in Figure 41, but in order to fully demonstrate the differences between these land use designations, descriptions will be provided.

Low Density Residential:

Low density residential areas are used to denote places that are intended to be filled with single-family detached houses, or other forms of low density housing such as townhomes or duplexes. There are a few other uses allowed within the designation, in a conditional manner, such as civic buildings, schools, and some high-density housing. Furthermore, it is stated that low-density residences are not allowed within mixed-use areas, but can be appropriate in the areas surrounding (Land Use Element-City of Omaha Master Plan, n.d.).

High Density Residential:

High density residential has no excessively strict specifications within the land use definitions, but is encouraged to locate adjacent to office, commercial, or civic portions of mixed-use areas; meaning high density residential is more than likely to be located near mixed-use lots. Multi-family housing does have maximum unit requirements based upon their location adjacent to the different sizes of mixed-use developments (Land Use Element-City of Omaha Master Plan, n.d.).

Civic:

According to the City of Omaha's Master Plan documents, "This land use category includes hospitals, schools, universities, libraries, airports, cemeteries, and other uses of a general institutional or public/ quasi-public nature. Appropriate civic uses, such as libraries, schools, fire stations, police stations, and post offices should be located in mixed-use areas when possible, but will be allowed in low-density residential areas as well" (Land Use Element-City of Omaha Master Plan, n.d., p. 32).

Downtown Mixed Use:

Downtown mixed-use is identified as a regional mixed-use destination and is intended to serve as an area with a wide range of activities and a location for major developments that have city-wide importance.

Office/ Commercial:

This designation of land use corresponds to ‘areas of existing development’ and is considered “non-conforming major development areas” (Land Use Element-City of Omaha Master Plan, p. 34). These areas are basically ‘grandfathered’ in to the current land use plan, meaning the current land use is still valid, but any new permitting must conform to the newest land use regulations (Land Use Element-Omaha Master Plan).

Parks/ Open Space:

This designation is fairly self-explanatory, but the Omaha Master Plan does state that “parks are allowed in either mixed-use or low-density residential areas” (Land Use Element-Omaha Master Plan, p. 32).

Industry:

The Industrial land use designation is used in areas with large tracts of land with relatively level ground near major streets and good access to the interstate system. Furthermore, industrial uses are only to be allowed within industrial zones, with very limited ancillary office and/or commercial buildings (Land Use Element-Omaha Master Plan).

Neighborhood Mixed Use Areas:

Omaha designates several different types of mixed-use areas, based on the purpose they serve for the area, and the different regulations for each type. Each type of designation has its own specific set of guidelines that coincides with its intended purpose. ‘Neighborhood Mixed Use’ serves as a bridge between the smaller ‘Convenience Mixed Use’ and the larger ‘Community Mixed Use’. This designation allows uses that can serve the surrounding neighborhoods, like large-scale grocery stores and fast food restaurants, but does not allow major retail or ‘big box’ stores that are meant to serve large portions of the city. These areas are intended to locate at intersections of arterial streets with a maximum building height of 3 stories (Land Use Element-Omaha Master Plan).

Community (60) Mixed Use Areas:

Community (60) is the smallest of the 3 'community' mixed use designations which are intended to house the larger grocery and discount stores, as well as other types of major retail, medical, and other mixed uses. Community (60) also has a maximum height of 3 stories and is meant to be located at the intersection of arterial roads, giving it very similar physical characteristics to the Neighborhood mixed use, but having a larger service area and different types of commercial uses.

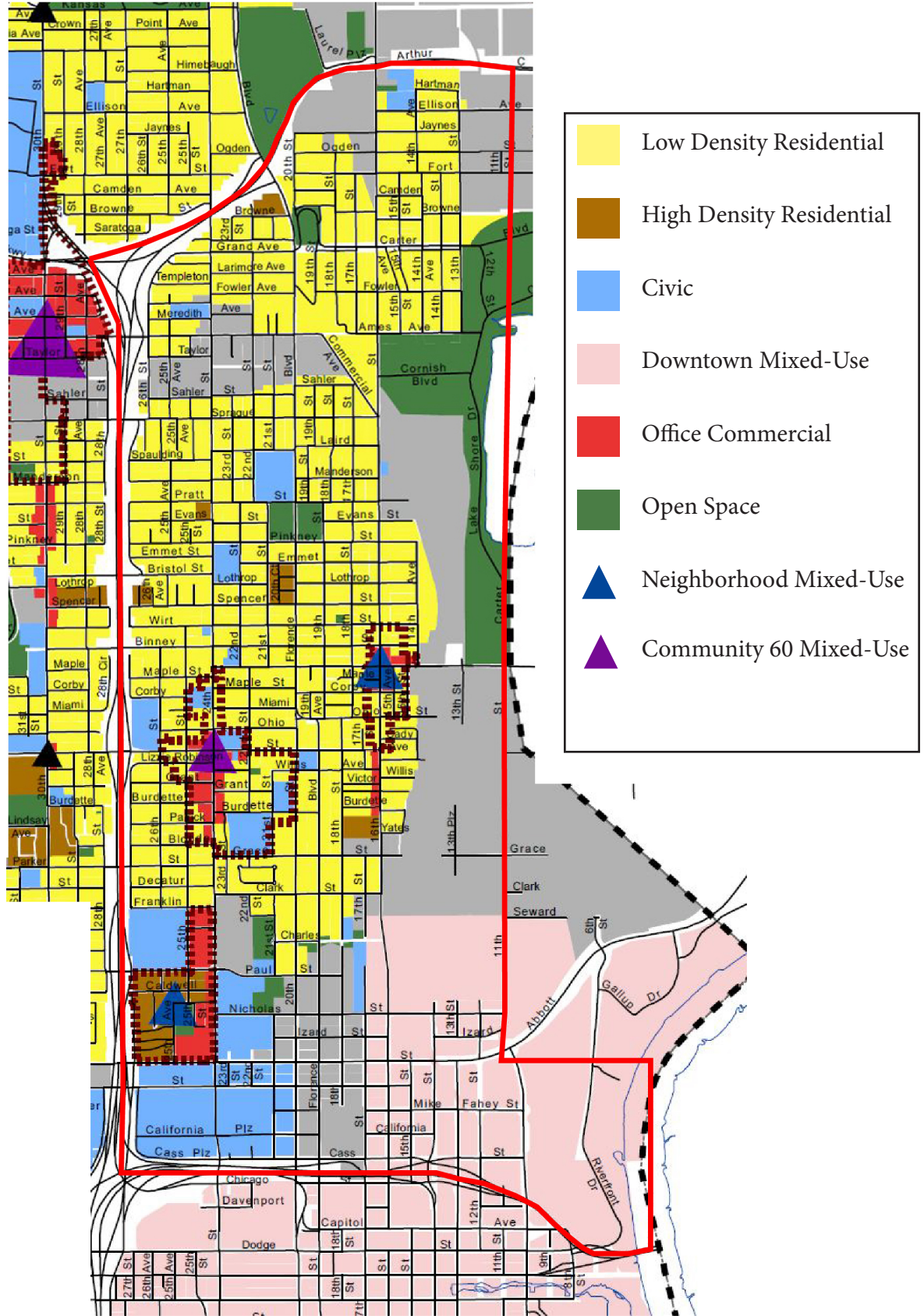


Figure 41: Land use map of Slowdown District (Source: Land Use Element, n.d.)

Population Age

The average population age within the Slowdown District is lower than that of Omaha as a whole, averaging at approximately 32.60 years old, with a citywide average of 35.34. However, the area only has a slightly elevated population of residents under 18, 27% compared to the citywide 25%. This makeup of the under 18 population is also very similar between the district and all of Omaha, indicating that the population under 18 has very little to do with the age difference between the area and Omaha. Furthermore, owner age distribution does not explain the difference; approximately 17% of all householders (renters and owners) within the Slowdown district are between the ages of 25 and 34, whereas approximately 20% of householders are within that age range citywide. To continue, the percentage of householders between the ages of 45 and 74 within the district and citywide are nearly identical, accounting for 45.9% and 45.4% of householders, respectively. The likeliest explanation of the lower population age is due to the location of Creighton University on the South-Western corner to the district, more information regarding Creighton University is available within the 'external influences' portion.

Income

The per capita income for the Slowdown district is extremely low, averaging about \$10,507 with a citywide average of \$26,927. This large difference in income could be explained by the extremely high lack of education throughout the district, approximately 58% of residents of the Slowdown district have a high school diploma, GED, or less, compared to the approximately 37% citywide. This lower education level could lead to the lower income levels of the area based upon job qualifications and the potential education levels necessary to qualify for a higher paying job.

Pedestrian Amenities

The Omaha Slowdown District is on the low end of the ‘some’ designation for pedestrian amenities, having 32% of the pre-established important amenities (8/25), meaning the area is relatively walkable, but is still far from the ‘ideal’ walking environment. The list of these amenities and their presence can be viewed in Table 10.

Table 10: Pedestrian Amenity Checklist for Slowdown District (2015)

Pedestrian Amenity	Present (X)
Signage	
Plantings	X
Lighting	X
Street Furniture	
Building Edges	X
Wayfinding	
Attractive and Clean Environment	
Planting buffers	
Shelter/ awnings	
Continuous sidewalks	X
Bicycle Lanes	
Bicycle Facilities	X
Striping/ Paving (Crossing)	X
Curb ramps	
Texture and Contrast	
Bulb-outs	
Safety posts and bollards	
Flashers and overhead signs	
Traffic signals	X
Pedestrian signals	
Traffic circles	
Roundabouts	
Medians	
On-street parking	X
Pedestrian only streets	

Mass Transit

Mass transit availability within a quarter-mile is an important aspect of this study because it can allow for patrons to enter the area regardless of personal transportation options. The transit stops within a quarter-mile radius of Omaha Slowdown can be seen in Figure 42, shown with blue dots. The large number of transit stops in the quarter-mile area, as well as the surrounding area indicates a higher demand for mass transit and a frequency of use by citizens.

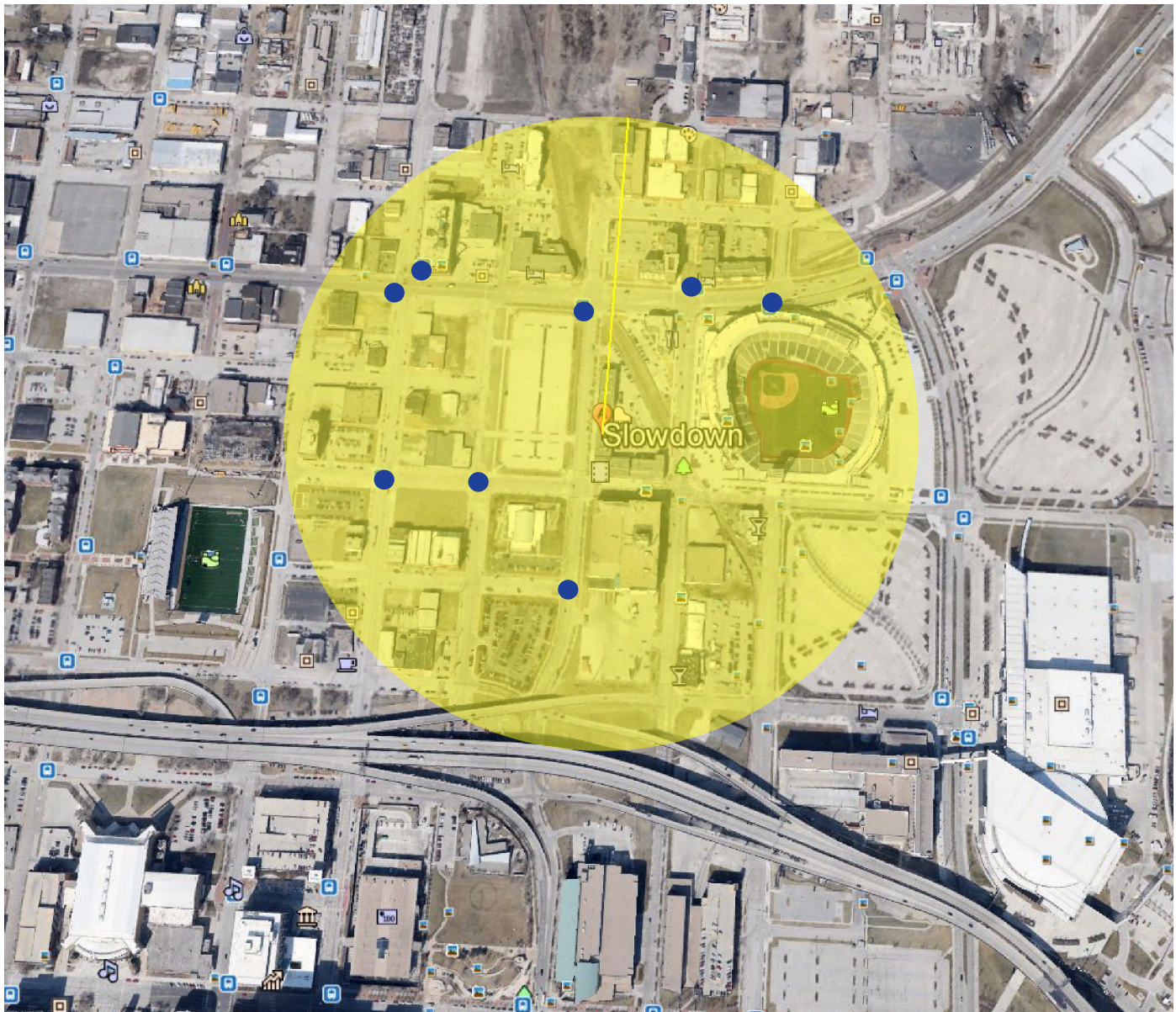


Figure 42: Mass transit stops within 1/4 mile of Omaha Slowdown (Source: Google Maps, 2015)

Existing Building Use

Omaha Slowdown and Saddle Creek Records did not move into an existing building, or move into an historic neighborhood, but rather moved into the North Downtown area rather than a space in the Old Market because of influence from the city. In 2006, the city and the Chamber of Commerce created a full-scale redevelopment plan for the North Downtown area, to revitalize the dilapidated area that was the first glimpse of Omaha that visitors experienced coming from the Eppley Airfield (Paquette, 2014). In order to incentivize the move, and kick-start the revitalization of North Downtown, the city created tax increment financing (TIF) for the construction of the venue, financing \$1.3 million of the \$10.2 million mixed-use project (Paquette, 2014). The incentive by the city altered the future of Slowdown, moving the venue into its own space in a soon-to-be up-and-coming neighborhood as opposed to a renovated space within the Old Market, a successful business district just South of Interstate 480 and Slowdown's current location.

Average Rent

The average rent within the Omaha Slowdown is below average for the city, averaging approximately \$463 per month, with a citywide average of \$623 per month. These below average rent totals could potentially be explained in two different manners; firstly, the low education level and below average income corresponds with the below average rent, meaning the area doesn't have artificially inflated rent prices and there is no major disconnect between the income and housing price. Secondly, the lower rent prices are understandable due to recent reinvestment in the area, as the entire area was unlikely to be fully developed in 2010, and therefore rent prices are yet climb to the city average.

Home/ Lot Values

Similar to average rent price, the average home/ lot value in the Omaha Slowdown district is below city average, equaling approximately \$54,567, while the citywide average is approximately \$143,145. The lower value of the district can be explained in similar fashion as the lower average rent price; due to low income, and only recent reinvestment after experiencing a term of vacancy and dilapidation in Northern Downtown.

External Influences

There are two major external influences for Slowdown and the surrounding area; the College World Series, and Creighton University.

The College World Series is played in TD Ameritrade Park Omaha each year in June, drawing in spectators from around the country and creating a large influx of activity for businesses in the area. TD Ameritrade opened in April 2011 and has a maximum capacity of 24,000, creating an immense amount of visitors to the district for each game throughout the series. TD Ameritrade is not only the home of the College World Series until 2036, but also is the home of different community engagement and music events throughout the year, as well as the home of the Creighton University baseball team (TD Ameritrade Park, n.d.). TD Ameritrade Park I located only one block from Slowdown, potentially allowing the venue to reap benefits from the popularity of the College World Series. While the two developments are located directly next to each other, and both aid in the redevelopment of the area, the planning of each facility was unrelated (Paquette, 2014).

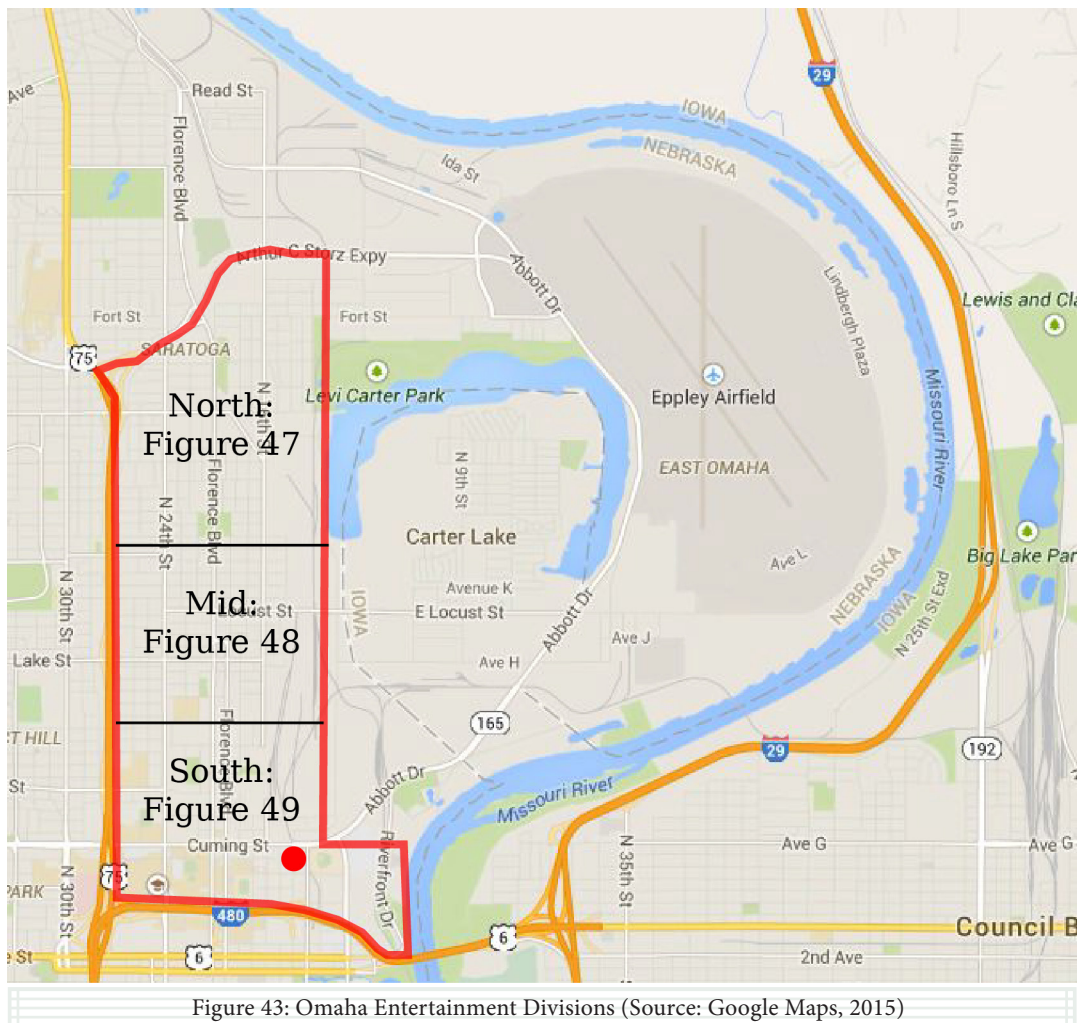
Creighton University is the second major influence within the area, with an enrollment of just under 8,000 students (Fast Facts, n.d.). The small Catholic university's edge is located just 3 blocks from the venue and brings a young population into the area and a potential wealth of patrons for Omaha Slowdown.

Venues in Surrounding Area

Although there are a number of different types of entertainment options within the Slowdown district, there are no other small live-music venues in the district. There is however the CenturyLink Center, which houses large concerts, as well as basketball games for The University of Creighton, Hockey games, conferences, trade shows, and other private events (Convention Center and Arena, n.d.). While this is technically a music venue, it is not considered a music venue for this study because of its multi-purpose and the distinct differences in the type of attractions they draw.

Entertainment in Surrounding Area

As of now, there are a limited amount of entertainment options within the Slowdown district, likely due to the early stage of redevelopment the district is in. The dominant type of entertainment is dining and bars, likely due to the area's new support role for the College World Series. As the College World Series did not move to this area until 2011, data reflecting the recent influx of financial capital has not been collected, but it is likely that the financial capital will increase and begin to reflect the recent changes. As the area continues to redevelop and diversify, there will likely be an increase in the number of entertainment options and the different types of entertainment available. A detailed map and description of each entertainment option can be seen in Figures 43-46 and Table 11.



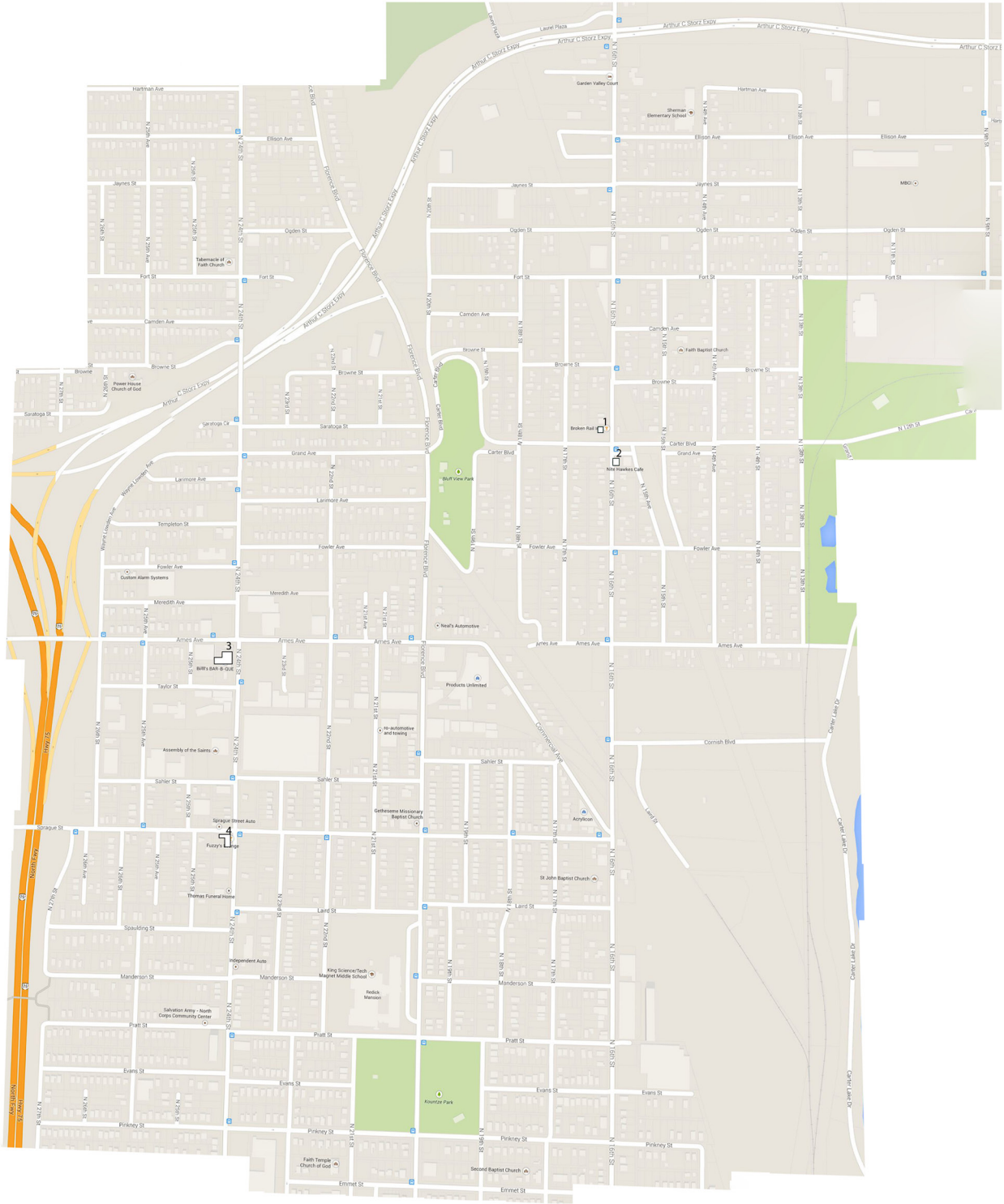


Figure 44: Northern Entertainment Options (Source: Google Maps, 2015)

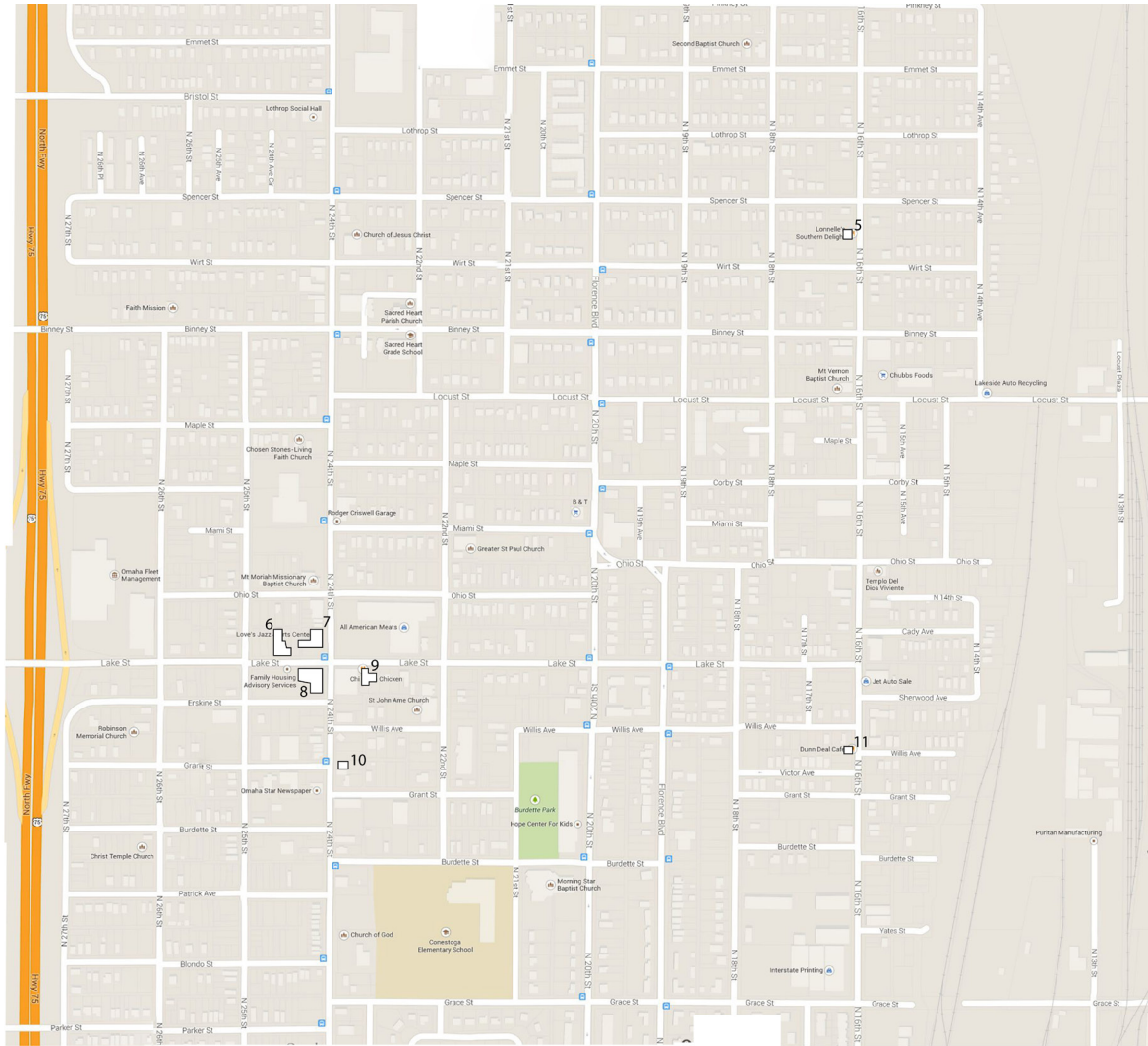


Figure 45: Mid-District Entertainment Options (Source: Google Maps, 2015)

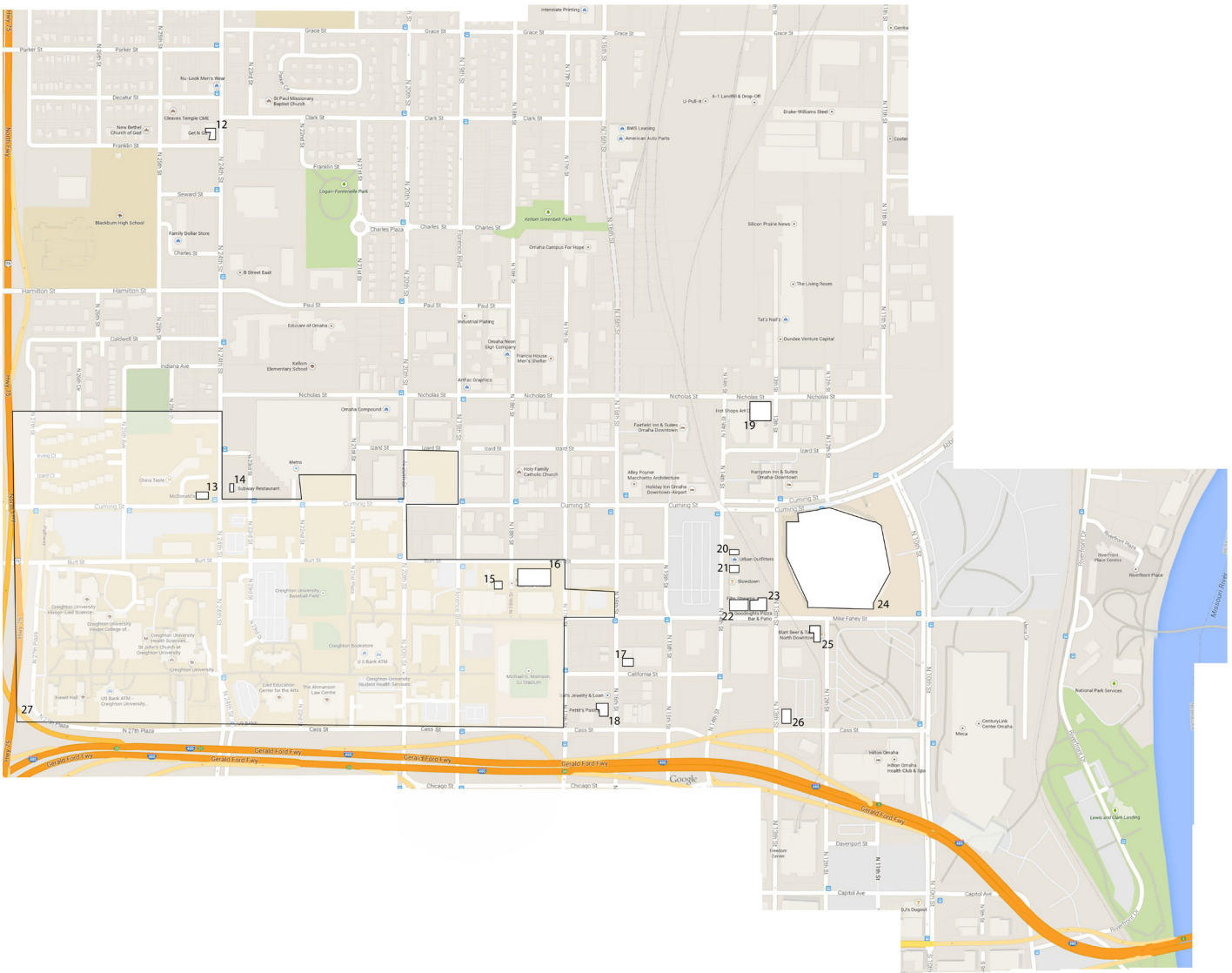


Figure 46: Southern Entertainment Options (Source: Google Maps, 2015)

Table 11: Omaha Entertainment Options within Omaha Slowdown (2015)

#	Name	Type of Entertainment
	NORTH	
1	Broken Rail Inn	Bar
2	Nite Hawkes Cafe	Restaurant
3	Bill's BAR-B-QUE	Restaurant
4	Fuzzy's Lounge	Bar
	MID	
5	Lonnelle's Southern Delight	Restaurant
6	Big Mama's Sandwich Shop	Restaurant
7	Love's Jazz & Arts Center	Arts
8	Chef Mike's Community Cafe	Restaurant
9	Chi Town Chicken	Restaurant
10	Jesse's Place	Restaurant
11	Dunn Deal Cafe	Restaurant
	SOUTH	
12	Get N Go	Restaurant
13	McDonald's	Restaurant
14	Subway	Restaurant
15	Mystery Manor	Other
16	Mystery Manor Haunted Theatre	Other
17	Happy Bar	Bar
18	Pettit's Pastry	Restaurant
19	Hot Shops Art Center	Arts
20	Blue Line Coffee	Coffee House
21	The Trap Room	Bar
22	Film Streams	Arts
23	Goodnights Pizza Bar & Patio	Restaurant
24	TD Ameritrade Park	Other
25	Blatt Beer & Table	Restaurant
26	Old Mattress Factory Bar	Restaurant
27	Creighton University	Other

Housing within one-quarter Mile

The Slowdown district contains an ample amount of low-density residential and a small amount of high-density residential areas, however only the 'downtown mixed-use' designation exists within one quarter-mile of the venue. The land use map and quarter mile radius map can be seen previously in Figures 41 and 42, respectively. The large area of 'downtown mixed-use' indicates that within the new development areas and the section of the district that has received reinvestment has taken a mixed-use approach to development and will likely develop its walkability in the future as the whole district develops. The different types of housing typical throughout the district are mixed-use apartments, row housing and duplexes, and single family residential, which can be seen in Figures 47-49.

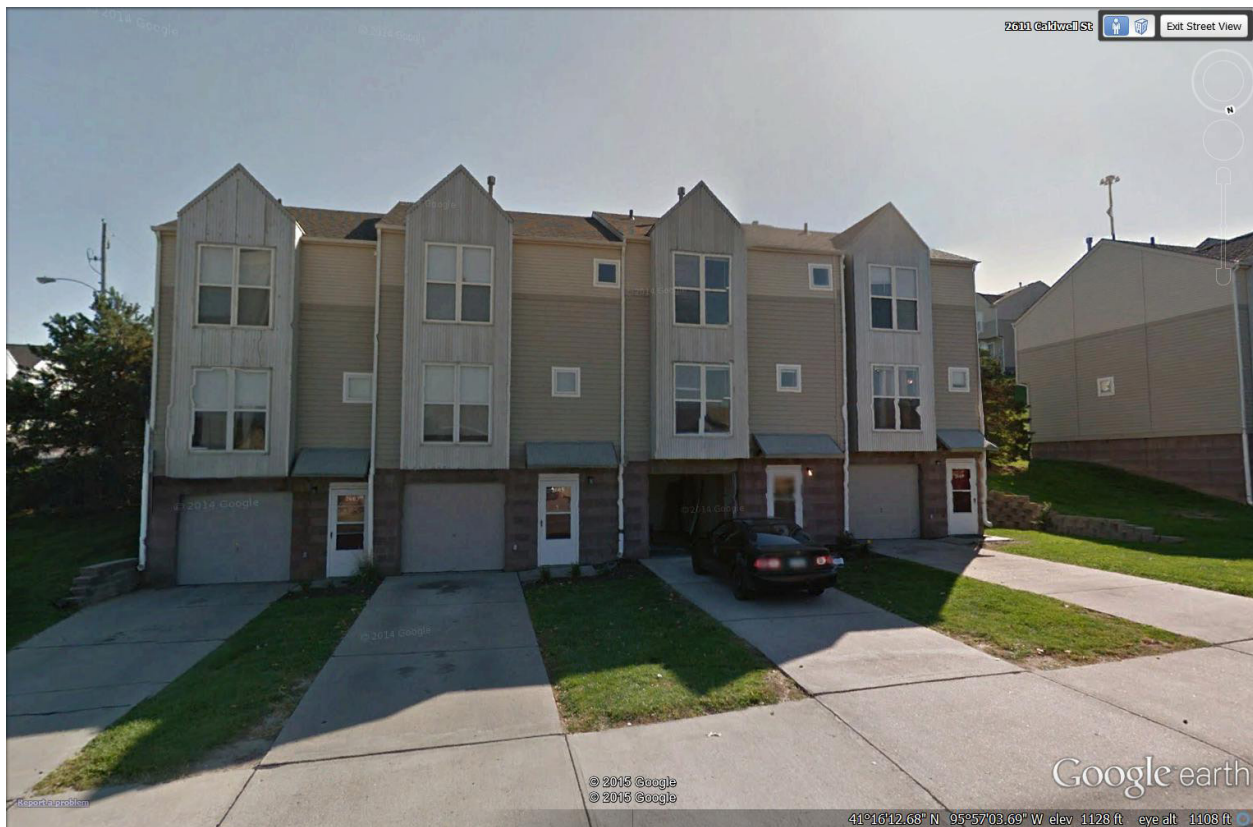


Figure 47: Multi-family housing within Slowdown district (Google Earth, 2015)



Figure 48: Mixed-Use development within Slowdown district (Google Earth, 2015)



Figure 49: Single-Family housing within Slowdown district (Google Earth, 2015)

Lodging within one-quarter Mile

There is a large amount of available lodging within one quarter-mile, likely due to the close proximity to the TD Ameritrade Park; however the hotels play a benefit for both developments and the district as a whole. Within one quarter-mile, there are three different hotels with a total of 330 rooms, allowing visitors for the College World Series to walk from their hotel to the stadium, potentially increasing the pedestrian traffic and activity throughout the district. This in turn could potentially increase the social and financial capital of the district, as well as the success of the venue.

Available Parking

Omaha Slowdown has a large amount of parking available for visitors, with a large private parking lot directly across the street from the venue, furthermore, the area around the venue has paid parking available on the street, however this parking becomes free after 6 PM. This available parking can increase the attractiveness of the venue on a regional scale because it allows patrons to drive and park near the venue, increasing its convenience.

The Omaha Slowdown district and North Downtown have just begun a potentially very successful revitalization effort. The most recent census data is a little outdated due to the recent development that has occurred, especially with the TD Ameritrade Park; these recent developments can potentially have a drastic effect on the socioeconomic status of the area. As development and revitalization continues in the district, it will grow and change and could have a very distinct character in the future.

The major factors of the Slowdown district that may prove beneficial to Omaha Slowdown are the lower land value, allowing the land and establishment of the venue to be purchased at a lower rate than other areas in the city. Furthermore, available parking can make the venue attractive to regional patrons, and available entertainment and eating establishments for prolonged visits to the area. Finally, it is a major advantage to the venue specifically that the district is on a course for redevelopment and will likely achieve the redevelopment goal with help from the city. This redevelopment will prove very successful for the venue because it will likely become a staple attraction in the area, and obtain dividends as the strength of the community capitals in the area improve.

To summarize, each different venue has a lot of differences, but also several distinct similarities between the three. While each district has a distinctly different number of land-uses throughout the district, there is consistently a combination of different types of uses used in combination with each other. Each district has an average income, rent price, and home/lot value that is lower than that of the rest of the city, however each district does seem to have a brighter future, and the possibility for development in the near future. Each district does also have some sort of external influence that can benefit them in some way, whether it is by attracting visitors to the area like in St. Louis and Omaha, or by giving the venue an ideal location and identity within the district like in Indianapolis. The largest difference that appears to exist between the districts is the average age of the residents, Omaha and St. Louis being younger than the city average, while Indianapolis is several years older than the average. The final main differences between the districts are the pedestrian amenities that exist today, spanning from 64% of the amenities present, to as low as 28%. These similarities and differences can have a large impact on the future of these districts and the music venues located within each. The compiled lists of the analysis and study results can be seen in Table 12.

Table 12: Compiled data of case studies (2015)

Criteria	Indianapolis	St. Louis	Omaha
Land Uses	3: Exempt, Residential, Commercial	6: Neighborhood Preserved & Devp. Institutional, Neighborhood Commercial, Bus/Indus Preserved & Development	8: Low/High Res, Civic, Dwtwn Mixed Use, Office Comm, Open, Indus, Mxd Use
Population Age (Avg)	36.85 (Citywide: 33.90)	32.75 (Citywide: 34.66)	32.60 (Citywide: 35.34)
Income (Avg per capita)	\$14,700 (Citywide: \$16,820)	\$17,365 (Citywide: \$20,769)	\$10,507 (Citywide: \$26,927)
Pedestrian Amenities	16/25 (64%) (Yes)	7/25 (28%) (No)	8/25 (32%) (Some)
Mass Transit	Yes	Yes	Yes
Existing Building Usage	Yes (Art Co-op Building)	Yes	No
Avg. Rent	455/ month (Citywide: \$559)	519/ month (Citywide: \$580)	463/ month (Citywide: \$623)
Home/ Lot Values	\$65,950 (Citywide: \$93,491)	\$105,900 (Citywide: \$132,713)	\$54,567 (Citywide: \$143,145)
External Influences	Yes (Art building)	Yes (Lemp, Cherokee)	Yes (CWS, Creighton)
Venues in surrounding area	Yes	No	No
Entertainment in surrounding area	Yes (Map)	Yes	Yes
Housing	Yes	Yes	Yes
Lodging	Yes	No	Yes
Parking	Yes	Yes	Yes



Chapter 5

Conclusions & Discussion

Reiteration of Findings

Marine Villa: St. Louis, MO

Marine Villa is a clearly aging and deteriorating district with an old housing stock within St. Louis. The district has a below city-wide average income, rent price, lot price, and average population age. However, the district has clear potential with valuable riverfront connections and a close proximity to the main downtown district. Furthermore, the district has an interesting character, despite the poor upkeep and clear dilapidation of the buildings and neighborhood. The district is located within one of St. Louis' Enhanced Enterprise Zones, giving it potential for development in the future, and is clear that the city is looking to revitalize and reinvest in the area. Overall, despite the current lackluster condition, the neighborhood contains a lot of potential with a mix of uses, mass transit availability, and many entertainment options.

Fountain Square: Indianapolis, IN

Fountain Square is a district within Indianapolis with a past full of highs and lows and experiencing current redevelopment. The area has a lower average income per capita, average rent, and home and lot values than that of the city. The district, however, has an average age that is slightly elevated when compared to that of the city, roughly 3 years older, on average, than that of the city as a whole. The district has clear reinvestment present, with an ample amount of pedestrian amenities and a multi-use path throughout. Fountain Square has a strong presence of external influences to The Hi-Fi, such as The Murphy Building, 'first Friday' events, and several venues in the surrounding area. The district has become a live/work community for artists after concentrated commercial redevelopment in the late 1990's, the success of this redevelopment has begun to draw reinvestment to the surrounding residential area and the district could likely change drastically in the future.

Omaha Slowdown District: Omaha, NE

The district around Omaha Slowdown is previously self-defined district with major pedestrian deterrents on each side, and has experienced a large amount of change since 2009. The 'Slowdown district' has a lower average age, income per capita, home and lot value, as well as average rent price when compared to the rest of the city. These statistics are likely to fluctuate in the future however, because they were retrieved from the 2010 census, before major revitalization began throughout the northern downtown area. The 'Slowdown district' has large external influences, such as Creighton University and TD Ameritrade Park, which both draw in a large number of visitors to the area. The district also contains a large amount of mixed-uses throughout, as well as a location along major thoroughfares and a strong commercial presence.

Discussion of Findings

There are several important aspects that are consistent throughout the three case studies that may aid planners and developers when determining the potential success of different developments, including live-music venues. First, each district contains a neighborhood-wide mix of uses with a strong commercial presence along major thoroughfares throughout the area. These commercial thoroughfares can be greatly beneficial to not only the music venues, but the district as a whole by drawing in large volumes of traffic through the area. The mix of uses throughout the districts can aid in the success of the venue by activating the area throughout the entire day, rather than just major shopping and visiting hours. Furthermore, the average income, rent price, and lot value throughout each district is lower than that of the city as a whole, indicating the district in question may be in need of, or may be in the early stages of redevelopment. This could be a major draw to small music venues looking to locate in area because it helps mitigate start-up costs by giving lower land and building prices, as well as taxes. These lower costs could potentially be the difference between a venue getting on its feet and beginning to be successful, or simply failing in the first few years because costs are too high. Continually, each district has different entertainment options throughout, and important external influences that potentially draw patrons to the area. These different options for entertainment could prove vital not only for the success of the venue, but for the district as a whole, as they bring in different customers and visitors throughout different times of the day and week, activating the area. Overall, the majority of pre-established criteria are similar between the three case studies, with slight variances.

There are some criteria however, that are dissimilar between the three districts that are important to make note of; pedestrian amenities, presence of music venues, and lodging availability. The pedestrian amenities within each district vary greatly, with as many as 64% of the established list of amenities in Indianapolis, to as low as 28% of the list in St. Louis. This major fluctuation of amenities could indicate that the pedestrian amenities within each district have little bearing on the success of the venue and district. This could also indicate simply that pedestrian access is beneficial to the area but not necessarily detrimental to the neighborhood.

Second, the presence of other music venues in the area is also inconsistent between the different case studies; with no nearby venues in Omaha and St. Louis, but 3 additional venues in Indianapolis. This leads me to believe that although some cities have music venues clustered together and a strong local music scene, this is not necessary to have a successful venue, they are capable of surviving without an agglomeration economy of sorts.

Lastly, the availability of lodging seems to have little to no connection to the music venues, but rather is impacted more so by the external influences within the district. For example, St. Louis has no lodging within $\frac{1}{4}$ mile of the venue, or within Marine Villa at all; this is likely due to a lack of a major, regional draw, and its close proximity to the central business district which contains an excess of lodging options. Omaha on the other hand has 3 different hotels within $\frac{1}{4}$ mile of Slowdown, with a total of 330 available rooms. The large lodging resource within the district can be explained by the close proximity to TD Ameritrade Park which draws in a large number of visitors to the area each June. These external influences clearly have a much larger impact on the location of hotels and lodging than the music venues, again indicating that although lodging may be beneficial, it is unlikely to be detrimental or necessary for the success of a small music venue.

After completing research, there seem to be a few major connections between the districts that could be used to determine whether this type of development could be successful in different neighborhoods. The primary connection between each case study is that of the financial capital of each district; all financial data associated with each district is distinctly below the average for the city as a whole. This lower financial capital indicates that the areas are cheaper for the venues to locate in, and are potentially going to revitalize, or attempt to revitalize in the future.

The second major factor that connects the districts is a strong external influence that either draws patrons to the area or has a major influence on the surrounding area. The importance of these external factors is understandable, as most developments are less likely to succeed on their own than with an external aid of some kind.

Third, the districts have a large amount of entertainment options aside from the music venues, indicating a relatively strong commercial presence within the area. This is an important aspect for the success of the venue because if a venue were to locate within an area that had little commercial activity, it would potentially be more likely to fail than one in a stronger commercial area.

The last major connection between the venues is the decision to locate within existing buildings with a character similar to that of the rest of the district. I will immediately respond to this statement with the acknowledgement that Slowdown is not located within a previously constructed building, however, before city intervention and the establishment of a TIF district and public-private partnership, Slowdown was attempting to locate within the Old Market district, where it would move into an existing building. In regards to the other two case studies, both venues moved into an existing building that has a character similar to that of the rest of the district. This may be due to a desire to fit in with the fabric of the district, or may simply coincide with an attempt to mitigate as many up-front costs as possible.

Policy Recommendations and General Take-Away

This study can be beneficial for the planning profession in general, demonstrating that music venues and proper efforts could help provide a spark for total area revitalization, as in the case of Omaha. However, music venues are less likely to survive on their own, without some sort of external assistance or influence; therefore music venues are likely to be a tool for revitalization, but not the key or 'magic cure' that all cities look for.

Based on this study, I believe it is important for planners to incentivize infill development within cities, as my case studies indicate that music venues in particular look to move into existing buildings to, most likely, limit the start-up costs of a new business. If planners were to incentivize infill development to new or relocating businesses in areas needing revitalization, there could potentially be an increase in localized businesses and commercial activity in that area. Furthermore, it indicates that a city does not appear to need a 'strong music scene' in order to be the home of a successful small music venue, but rather just an area that can house it.

Furthermore, I do believe that the study of successful developments and their neighborhoods within a similar region could aid planners and developers in determining whether a certain development type could be successful within a particular district of their city. This type of research could likely be adapted for any type of smaller development, but to me, is less likely to be successful with larger developments because of the potentially large amount of different influences and unseen forces that may shape how the development progresses and the different number of investors required to finance the project.

Reflection

There were many different limitations throughout this study that had an impact upon the results that are important to make note of. During the proposal phase of this project I expected to be able to speak with managers or owners of each venue in order to get a closer look and a more in-depth view into the different stories and intangible aspects of each venue and district. Throughout my research and visitations however, I received no response from any venue via phone or e-mail about scheduling any sort of correspondence to obtain these first-hand accounts. This information would have been helpful to this study because it could have given me more information regarding the story of each district, and potentially help explain some of the anomalies in the data as well as potentially one of the major influences that caused the venue to locate where they did.

Furthermore, there was a major influence on my study by the United States Census data that I was able to obtain. To begin, I was forced to use the 2010 census because of the datasets available; the 2010 census had a large amount of datasets for each different geographic location which was necessary in order to obtain all the information and story information that was necessary for this study. The 2010 census was not the ideal timeframe for each venue however, as it was obtained by the census either several years before or after venue establishment or major influence establishment, depending on the case study. This is evident in the Omaha case study, as TD Ameritrade Park was not created and selected for the College World Series until 2011, which has had a large impact on the data for the 'Slowdown district' that is not reflected in the numerical data.

The 2010 census also had an impact on the data I used geographically. The smallest portion of census data available to me was that of the census tract. However, the different districts used did not have the same boundaries as the census tracts did, therefore the data contains portions of the census tract that are not technically within the district, which could alter the numerical data.

The third main limitation I experienced was that of time; I believe that a lot of patterns would further emerge or diminish if this study was expanded to 8 to 10 case studies as opposed to only 3. However, because of time constraints of the programming at Kansas State University, this study could not go beyond 3 venues.

Community Capital Framework

The Community Capital Framework was a main portion of the validity of this project and has major implications on the takeaways from my study. The CCF can help monitor the strength of the community and the area in general; through the use of this framework, planners can attempt to determine the strongest aspects of their communities and how the other capitals could be improved to help their area through examination of each individual capital.

Social Capital can be studied within a community in order to determine the cohesiveness and social interaction of an area. This could be promoted through the use of public programs or through a connection with physical capital and the interaction that occurs there.

Physical Capital has an effect on a lot of the different capitals as physical buildings and infrastructure can influence the strength of the rest of the facets of the community. Because of this, the physical capital of an area is a strong indicator of the CCF.

Financial Capital is a strong indicator of several of the other community capitals and is an integral part of the overall analysis for this project, as well as the CCF in general. Financial capital is a necessary component to the CCF and for the overall strength of a community.

Cultural Capital allows communities to have their own identity, and differentiate the area from elsewhere, which is a strength in all regards. A lack of cultural capital, however, may not be overly detrimental to a neighborhood, like a lack of physical capital would.

Human Capital was a large part of the background and 'story analysis' portion of this project, and can be used effectively to demonstrate why different capitals have the strength that they do.

Environmental Capital was not used in this study, but could be studied to determine the effectiveness of different environmentally focused programs within a neighborhood, or specific sites in redevelopment processes.

Political Capital can play an integral role in redevelopment and the strength of communities anywhere. Political influence is necessary for any programs or progression of a community as a whole, therefore political capital can have a strong impact on any capital in the CCF.

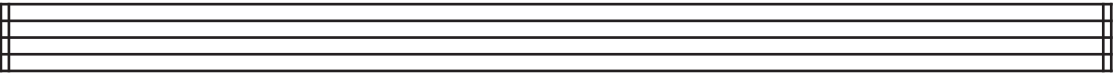
If I were to have used a different study method, I would have used a statistical analysis to determine what the statistically significant changes were from before venue establishment to current day. This however, would have come with its own set of problems and limitations caused by data retrieval and the potentially high number of different catalysts that could alter the district changes. This type of study would have given me a much different conclusion than what I received from the completed study. This type of statistical study would have told me what types of changes could be seen in a district that recently obtained a small live-music venue, and whether those changes were statistically significant in relation to the rest of the city. This type of study was avoided however, because of the high probability of another catalyst affecting the data besides the music venue, as well as the necessity of two different years of specific data, which may or may not have been available.

This study does contain the opportunity for future studies in many different routes. As I mentioned previously, there is potential for a statistical validity study of the different changes that a neighborhood experienced potentially or partially due to the establishment of the music venue. Furthermore, there is a high potential for this study to simply be expanded in the future to include more cities and venues, possibly validating or refuting the connections that were seen during this study. This study could also be adapted to different regions within the United States to see if there are any connections for these types of venues and their districts in different regions, or if each region has their own recipe for success. Lastly, this type of study could be altered and adapted to examine a different type of development other than music venues to determine if there are any similarities in the areas that different types of businesses or entertainment locate.

To conclude, redevelopment and revitalization of neighborhoods is a continual study and issue for city planners across the nation. Unfortunately there is no one answer and solution to all problems that occur in cities today. Music venues and other forms of development can potentially aid in the revitalization of these areas, however they may not work alone. In order to determine what may prove successful in one area versus another, planners and developers can study the success of other developments and districts to determine the potential for success of a music venue or other type of development in their city.



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