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Tools for Developing the Worcester Arts District

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By

Brian J. Berk

Amy L. Jackson

Nicole E. Prego

Anthony B. Zalesky

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Professor Scott Justo, Major Advisor

1. Demographic Census
2. Property Census Database
3. Survey Results and Analysis
4. Arts

Professor Robert Krueger, Co-Advisor

Abstract

This project created tools to further the development of the Worcester Arts District. It entailed conducting a demographics analysis and property assessment of the Arts District. From the property assessment, we created an updatable and expandable database. This database will be used to match developers and artists with suitable live/work space in the district. Also, our project involved analyzing responses to the Worcester Artists' Survey. The results of the survey described the artists' interests, wants, and needs in the district.

Authorship Page

As a group we created a final IQP report and presentation of tools for developing the Worcester Arts District. Through this project we each had our own individual tasks. Anthony was responsible for the research, results and analysis of the demographics of the area. This was the information included in our occupancy census. Nicole was responsible for the collection of property data. This was both secondary data from verified sources as well as the primary data from 107 property owners. This was then imported into the database which Brian created. He was responsible for the construction of the database, along with entering all the data, and creating a users' manual. Amy was responsible for the survey data cleaning, sorting and analyzing. From these results she was able to form conclusions on what artists want and need in the district.

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1. Introduction

A city functions as a unit requiring numerous developed districts. In most cities the arts district is of central importance to cultural life. Arts districts are becoming the focus of the new economy across the United States, but some cities have experienced difficulties sustaining a developed arts district which causes them to lose potential economic profits. The reason for these difficulties is that cities are constantly changing, economically, socially and culturally. In recent decades, many New England cities have transitioned from an industrial to a service-based economy. At the same time, some urban neighborhoods that once were thriving places to live and work have become challenged by common urban problems (poverty, unemployment, crime). Cities therefore establish revitalization projects to refurbish the desired area, and boost the economy. There are many cities that use arts as an economic development and neighborhood revitalization tool; this is because it improves the city's quality of life. This has been proven successful in a number of cities across the country. Developers and artists have been enticed to live and work in the area through careful planning and surveying needs.

Worcester, Massachusetts is an example of a city that was founded as an industrial economy. Over the years it has transformed largely into a services-based area. Throughout this continuing change, Worcester has gained many new aspects. One of these gains is the growing arts district. Artists desire an area where they can both live and work, exchanging thoughts and ideas. The existing district is in need of revitalization. The area once flourished with successful industrial businesses, but now they have moved on and Worcester has yet to fully adjust.

The Main South neighborhood of Worcester is the designated area for the Arts District, extending over a ten-block stretch of Main Street from Madison Street to Hammond Street. This is shown in figure 1 below.

Figure 1 Arts District



*The Arts District boundary, as adopted in November 1999.
Source: City of Worcester*

The district consists of sixty buildings that once highlighted the city. Fourteen of these buildings have been designated as historical landmarks. Now, vacant lots, empty stores, and boarded up windows span the streets. Small efforts to realize the Arts District vision and improve the area include the Worcester Trash Can Project. This gives artists an opportunity to display their work around the city while helping to reduce litter. The Arts District Partnership (ADP) has also conducted a survey to compile information about what artists, along with others, would envision from the district. This information was collected to gather feedback from those who may actually live and work in the area.

Though these small efforts have been made to rebuild this area, an overall change has yet to occur. Without a strong master plan, it is unlikely that the district could become an economically profitable area. Many years of planning have been put into this development. However, little improvement has occurred. The need for revitalization of

the district is the first step in making this a location where both artists and others will enjoy living and working together.

The purpose of this project is to further the development of the Worcester Arts District, by developing informational resources and creating tools for potential developers and builders to encourage investment in the neighborhood. The team analyzed data from the Worcester artists' needs assessment survey, created neighborhood building and demographics censuses, and developed a database of property information within the district to serve as a tool for the ADP to encourage developers to invest in the Arts District. We anticipate additional development towards the arts industry and revitalization of the Main South neighborhood, along with the City of Worcester.

2. Background

The Arts District Partnership has a vision of an Arts District to expand cultural opportunities in Worcester, while also helping revitalize and improve the economy of the city. There also is a demand from the artists of Worcester for a place to gather and live. These artists have certain needs and wants for this proposed Arts District. A survey was created to compile these needs. The Arts District Partnership, a combination of artist organizations within the city, created the Master Plan to carry out this vision. They have also done research in conjunction with Worcester Polytechnic Institute and Interdisciplinary Qualifying Projects (IQP) to learn how to create and analyze a survey. Also in these projects, other cities that underwent similar revitalizations were examined and modeled. Eventually, with all of these efforts the Arts District will hopefully become a reality.

2.1 The Arts District Vision

Worcester as a whole has somewhat of a deficiency in cultural opportunities according to the people who live and work in the area. Therefore, a Master Plan was devised by the Arts District Partnership to supply outlines and ideas to assist in revitalization of the Main South district. The Arts District Partnership is a group of organizations that work together to better the culture in Worcester. These key organizations include ARTSWorcester, Worcester Cultural Coalition, and the Arts District Task Force. Their plan is intended to “offer a creative, tangible approach to stimulate cultural activity for the Main Street neighborhood in the District. The Plan is also intended to provide a home for artists and provide for the cultural needs of the city’s residents as well as serve as a catalyst for the economic redevelopment of the Main South neighborhood and the city as a whole” (Master Plan 2000).

There are multiple reasons given by residents and artists of Worcester as to why there is a need for this Master Plan. In Worcester, there are many residents and organizations that are involved in the arts, culture and activities. This Arts District will serve as a way to support them and their efforts. A need has been expressed by the artists

of Worcester for certain areas and activities to allow communication about common artistic interests. In revitalizing the designated area of Main South into an arts district the needs of artists must be satisfied.

As you walk down the blocks that make up Main South, the signs of disinvestment are very apparent. Once an appealing place to live and visit, the area now consists of vacant lots, boarded up and condemned housing, and empty store fronts. This Master Plan will serve as a creative template to rebuild this district. The intent of this plan is to draw outsiders to the area while also meeting the needs of the current residents, where more than twenty-five percent of Main South residents live at or below poverty level (EPA, 1999). Therefore, this plan needs to improve the area by avoiding gentrification. Creating a prosperous district could cause current residents to be driven out because they are not able to afford living expenses.

The economic goal of the Master Plan is to maintain long term sustainability of the area. This will not only benefit the district but the overall economic growth of Worcester. Therefore, the Arts District Partnership believes the development of the Arts District is a wise economic investment. For example, of the 200 million travelers in June 2001 across the US, 22% visited a museum, 15% attended a concert and 13% attended live theater (Master Plan 2000). If there were more of these places for travelers to visit, Worcester could increase economic profit.

The first goal of the Master Plan is to gain the support of the community and city hall. This will help to get the funds to develop the Arts District over the next fifteen to twenty years. Funds are needed to rebuild buildings and for beautification. Cultural Programming and special events were organized to gather people's interest. Once the interest and the money are available the project can begin to develop in the selected area.

The Arts District Task Force did an assessment of Worcester to find the best area for an arts district. Main South was chosen due to the area's potential and need for development. It also has buildings that with work could fulfill many artists' needs. The Task Force did an assessment, economic analysis, and a physical inventory of the Main South area. This provided recommendations for the Arts District. It was concluded that there should be 400 units of new housing, 160,000 square feet of new retail, 36,000 feet of additional commercial uses, and 80,000 square feet for a Center of Contemporary Art

and educational uses. This leaves approximately 120,000 square feet of space that does not have an identified use (Master Plan).

Also, in this district there are many historical and significant buildings. Some of these buildings are currently occupied and well maintained. Others, however, are in need of renovations. These buildings are rich in artistic and architectural details adding character to the street. In 1996, properties were placed on the National Register of Historic Places within the District Zone by Preservation Worcester (Master Plan). There are fifteen buildings in the Arts District of the City of Worcester that are considered historic. They have a wide range of uses from residential to governmental. Their precise locations and purposes are listed below in Figure 2.

Figure 2 Historical Buildings

Location	Purpose
The Aurora Hotel, 652-660 Main St., 1887	<i>ARTS Worcester and Residential</i>
The I.O.O.F. Building, 674 Main St., 1844	<i>Affordable/artist housing and City Home Center with Arts-related business. Incubator space on the lower level (planned). Currently vacant.</i>
Main Street Baptist Church, 717 Main St., 1853/1855	<i>Religious</i>
Boynton & Windsor Apartments, 718 and 720 Main St., 1887	<i>Residential</i>
The Castle Row District, 4, 6, 8 Castle St., 1870's	<i>Residential</i>
Moody Shattuck House, 768 Main St., 1885	<i>Headstart Program</i>
Dowley-Taylor Mansion, 770 Main St., 1842	<i>City of Worcester School Department Offices</i>
Lucius Knowles House, 838 Main St., 1870	<i>Funeral Home</i>
Babcock Block, 600 Main Street	<i>Mixed Commercial</i>
Smith, Elliot, House, 839 Main Street	<i>Healthcare</i>
Stevens, Daniel, House, 7 Sycamore Street	<i>Residential</i>
Junction Shop Manufacturing District, 1870 – 1910	<i>Industrial/Commercial</i>
Masonic Temple, Two Ionic Ave., 1911	<i>Masonic Lodge</i>
The Worcester Market, 631 Main St., 1914	<i>Government</i>

(Master Plan 2000)

In addition to historic buildings, there are also 6 properties that have significant importance because of their size, as seen in Figure 3.

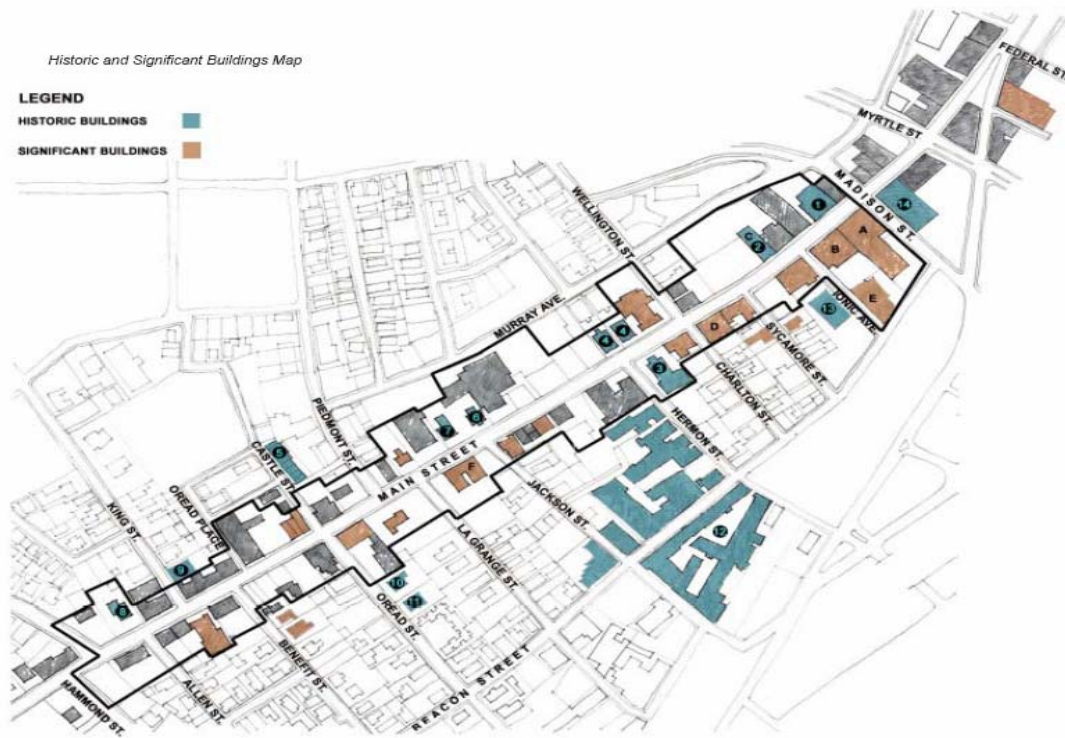
Figure 3 Buildings of Significant Size

Building Name	Total Size	Footprint
Burwick, 653 Main St.	80,000	16,000
Caravan, 661 Main St.	45,000	15,000
Odd Fellows, 674 Main St.	40,000	10,000
PIP Shelter, 701 Main St.	69,255	13,851
Boys/Girls Club, Ionic Ave.	38,922	11,692
Jackson Apts., 767 Main St.	54,300	9,050

(Master Plan 2000)

These buildings are of particular interest because they have great developmental potential. Currently the cost of living for these places is too high; however, they are being evaluated to create mixed-income housing. These buildings would be great assets to artists as they have high ceilings, large storefront windows and promising studio, gallery, and museum space. A map combining historical and significant buildings is shown below in Figure 4.

Figure 4 Historical and Significant Buildings



Community Partners Consultants, Inc. 23

(Master Plan 2000)

In addition to significant buildings there are also some significant sites in the Arts District. These are notable for their cultural, historical, and architectural value. Oread Park/Goat Hill was home to the Oread Institute which was founded in the 1840's as a college for women. The building was eventually demolished in 1934, however the site still remains significant. The largest section of consecutive housing in the city is located on Castle Street. This section has become known as the Victorian row. These houses were built between the years 1860-1880 and represent the "single-family, middle class home style of the period" (Master Plan, 2000). The Beacon Street area once consisted of fully operational, large manufacturing buildings. Now these structures are mostly vacant, including the oldest factory standing in Worcester, Junction Shop where shredded wheat was first invented.

Historical and significant buildings and sites are included in the Master Plan, which provides possible ideas for development. These ideas combined with the artists' needs makes up a foundation for the creating of an Arts District.

2.2 Artists Needs

The artists of Worcester require certain living and working conditions to satisfy their spatial, social and economic needs. Spatial needs include studio and residential sizes, actual building architecture, and utility access. A social need is being able to communicate with other artists who share common interests. Building affordability is an example of an economic need.

To make sure these needs are incorporated into the plan to develop the arts district, a survey was created. Students of Worcester Polytechnic Institute helped to research and conduct this survey, as well as distribute the survey and collect results. This is a three step process. The first project done was “Maximizing Arts Survey Response Rate” (2003) which studied a way to maximize the number of responses to the arts survey. The next step was the project “Developing a Successful Worcester Artist Survey” (2003) which developed and distributed the actual arts survey and provided a plan for it to be used in future studies. Our project of analyzing the survey is the third step in completing the plan.

In “Maximizing Arts Survey Response Rate” (2003), the students’ goal was to find the most effective method to reach the artistic population. This was done by researching texts that show example methods, looking at past flawed surveys, and studying members of the existing community by conducting interviews. Artists, developers, as well as other professionals were interviewed for opinions and recommendations. To assure a high response rate and sufficient data, the team formed the following suggestions:

- The survey should take a reasonable amount of time and provide substantial information.
- The survey should have an attractive and creative design, define the mission statement, and consist of multiple-choice and open-ended questions.
- The survey should be given through the mail, at the end of regular arts meeting and gatherings, and in the newspaper.

- The survey should be given to not only artists, but also other patrons of the district. Also, to the future artists of the district, today's arts students and youth.
- The participants were more likely to complete the survey if they knew the purpose of the results. A good way to illustrate the purpose of the survey is when the web based survey is completed replace it by the results.
- A give-away incentive would be effective.
- Publicizing should be considered in order for the survey to get known and receive a good response. Newspaper stories and flyers are good ways of publishing
- Follow ups on the survey should be done; a friendly reminder to assure the return of the survey.

Using these recommendations phase two (conducting the survey) was done in "Developing a Successful Worcester Artist Survey" (2003). The goal of this project was to learn what would entice artists and others to live and work in this district by creating an arts survey. Another goal was to develop an effective way to attract and appeal to the student population. Worcester has become a city comprised of numerous colleges. However, it does not have a very good atmosphere that appeals to students when it comes to entertainment. These students are the future artists of America and are potentially the ones who would benefit and live in such a district. They have yet to establish professional lives and will be looking for a place to live and work once they graduate.

There were many steps that were taken to achieve these goals. Initially, the group researched other cities to compare similar successful projects that were done in the past. According to the Worcester Municipal Research Bureau (1999), five similar cities had undergone Arts District revitalizations. They include Bridgeport, CT, Providence, RI, Dayton, OH, Des Moines, IA, and Chattanooga, TN. All cities were of approximately the same size for easy comparison.

There were three major themes of revitalization amongst these cities. First, economic revitalization is the renewing of the downtown district as a commercial center of the city. Second, residential revitalization is the transforming of downtown into a

viable residential area. Lastly, cultural and recreational revitalization is making downtown a cultural district for the region.

According to the Worcester Municipal Research Bureau, there are two main strategies to economic revitalization that were looked at in a 1998 survey. First, “streamlining the city’s economic development apparatus,” would create a single address for the district. In addition, it would “provide potential business workers and investors with a convenient location where they can learn about financial incentives available to them, search databases for suitable business sites, and obtain guidance on how to navigate the local public bureaucracy” (Worcester Municipal Research Bureau, 1999). People would know exactly where the Arts District would be located and the businesses that are located within it. This has been proven successful in Bridgeport, Connecticut. The second strategy is the formation of business improvement districts. This is where the state authorizes and privately administers voluntary tax districts where business owners agree to an additional tax assessment with the resulting funds being used to establish a private non-profit organization. This has been successful in Ohio, Iowa, and Tennessee.

Creating residential spaces in the downtown area of a district can be a very challenging task. Therefore, special privileges or exemptions are often enacted to attract tenants and developers. In Rhode Island, the Down City Arts District was created in 1994 which exempted buildings from parking requirements and from sales and local income taxes otherwise due from the sales of their work. In Ohio, eight of the largest leading institutions of the area collectively contributed \$33.7 million to establish a loan pool (Worcester Municipal Research Bureau, 1999). Also, below market rate loans are made available to prospective developers. The city of Chattanooga worked with private developers to create the Riverset Apartment Complex for artists. The complex is privately owned and operated and repays the city with its profits.

In all of the cities mentioned above, cultural and recreational revitalization is the most important goal. This is what brings people to the district, thereby creating an economic profit. An example of this would be Harbor Yards in Bridgeport, where a 5,300-seat ballpark was created on land that was once a number of vacant and run-down buildings. The Stadium cost \$19 million to construct but was a success when it attracted nearly 275,000 people to the downtown district during its first season. Bridgeport also

recently constructed a \$27 million downtown campus of Housatonic Community and Technical College, providing additional jobs and activity in the area (Worcester Municipal Research Bureau, 1999). Another example is Chattanooga which created three new artistic spaces in hopes of revitalization. Bessie Smith Hall is a 264-seat cultural performance center and museum. Miller Plaza and Miller Park are places where those of the city can come together for meetings with the Plaza being equipped with an active performance stage. Lastly, Providence underwent similar revitalization. It rehabilitated downtown historical and significant landmarks such as the Biltmore Hotel. This served both to beautify the city and to preserve classical architecture. Providence also recently opened a new ice-skating rink in the downtown area. These cities and their revitalization strategies are shown in Figure 5.

Figure 5 Selected Downtown Revitalization Projects by City and Strategy

	Economic Revitalization	Residential Revitalization	Cultural and Recreational Revitalization
Bridgeport	“One Stop Shopping” for Economic Development	Technical assistance and site location programs	Baseball Stadium
Providence	One-Way Street Conversions and New Parking Strategies	Downtown Arts District	Historic Preservation and Public Events
Dayton	The Downtown Dayton Partnership	\$33.7 Million Private Loan Pool	Public Events Downtown
Des Moines	The Downtown Partnership	2000 New Units Planned	Entertainment District
Chattanooga	The Chattanooga Downtown Partnership	Public-Private Partnership	Public Events Downtown

Prepared by: Worcester Municipal Research Bureau

Just like the aforementioned cities, Worcester is also exploring a similar possibility of remodeling existing facilities into cultural advancements. An example of

this is converting the reflecting pool on the common into a rink during the winter, charging minimal fees for a small profit. Also, Worcester is looking into opening a downtown continuing education center where additional educational opportunities would be available for all people of Worcester. In addition, Worcester is trying to organize more public events like lunchtime musical concerts modeled after the “brown bag” series and weekend events geared towards attracting area families and college students (Worcester Municipal Research Bureau, 1999). Lastly, the Worcester Arts District is another potential cultural advancement project. All of these projects are aimed towards the same goal, developing a more cultural atmosphere in Worcester.

2.2.1 Worcester Artists’ Survey

After researching successful rebuilding projects done in other cities the IQP team was able to get potential ideas that could be made to the Worcester Arts District. They also got a better understanding of what artists may want from an arts district in order to develop and implement a survey to the people of the City of Worcester. The team created a six section survey of questions that would give feedback on what artists and the general public would want. The different sections of the survey are occupational, home, live/work space, a short answer section, a student section, and a personal section.

The occupational section includes such questions as primary arts interests, size and type of current workspace, amount currently paying for that workspace, and whether or not the person would consider working in the Worcester Arts District. Topics of the home section include size and type of living space, current cost for living there, number of people living there, and also whether or not the person would consider living in the Worcester Arts District.

The live/workspace section is very similar to the previous section. Again, consisting of the amount of space needed for a combined live/work area, how much the person would be willing to spend to live there, and whether the person would consider living in a combined live/work space in the Worcester Arts District.

Section four was the short answer section. It asked such questions as what nearby conveniences would be important, any marketing strategies that would entice the person

to move to the Worcester Arts District, any specific events that would like to be seen from the district, and lastly any general questions or suggestions.

Section five was a student section. It asks what school the person attends, what ideas of the arts district appeal to the student, would the student choose live/work space in the arts district if it was included in tuition or part of the schooling, and lastly, if they would plan on living in the Worcester Arts District after graduation.

The final section was a personal section which asked about age, race, gender, marital status, primary transportation, salary, and division of income. From the results of this survey, convincing arguments for funding and participation can be made for the sponsor as well as the developer.

From this project the IQP group developed the following conclusions. The district needs to integrate public and private sectors so artists can display work and interact with others, as well as providing a suitable living space. Developers are key; the city cannot revitalize itself alone, without their assistance. The survey addressed these specific needs of the artists. It was designed to target several disciplines of art, art patrons, participants, and students. The group was able to accomplish all of this by following recommendations from a previous IQP which was phase one of this project.

From this IQP our project will be able to follow up and analyze the survey based on the plan of phase two. This is further explained in Chapter five, Methods.

2.3 Economic Impact of Arts and Culture

Worcester decided to pursue an arts district because it is the largest industry in the city, but does not meet the needs of residents sufficiently. The city believes it will not take much to make this industry a big factor in boosting the economy. Arts and culture have a huge impact on the New England economy and Worcester wants to be a part of this. Worcester hopes this “creative economy” will make as large an impact as it has in other locations throughout New England. Worcester’s economy has been struggling ever since the manufacturing companies started moving out in the 1950s. Manufacturing still plays a large part in Worcester’s economy but the absence has definitely hurt. The economy has been pretty stagnant over the years and the city hopes arts and culture will

boost it so Worcester can become the flourishing city it once was. Worcester is most known for its higher education institutions. It has approximately 10 colleges with a combined total of 30,000 students. These students spend about \$300 million a year, but very little of it is spent locally in Worcester. There are not many arts and culture businesses in Worcester that appeal to students. Many travel elsewhere to meet these needs. Worcester believes that if it could capture a portion of the college students' money then that will make a significant impact on the city's economy. The Arts District is crucial in making this happen.

3. Methods

This project created tools for the Arts District Partnership and showed the support behind the need for an arts district. Upon completion of this project potential developers and builders hopefully will be enticed to want to invest in the Main South neighborhood. We did this by performing property and occupancy census's, creating a property database, and analyzing data from a survey of Worcester artists.

This project took place between October 26, 2004 and December 16, 2004. Though we conducted this project within these dates, it is part of a fifteen to twenty year master plan. This work was conducted in Worcester, more specifically in a part of the Main South neighborhood, extending from Madison St. to Hammond St.

The upcoming paragraphs will describe our step-by-step process of achieving the following goals we set for this project:

1. Analyzed Worcester artists' needs assessment survey data: To explain this, we will go through in detail the ways we sorted the data, analyzed the artist survey, and drew conclusions.
2. Created a census of residential and commercial buildings and a census of neighborhood demographics: In this section, we will describe our censuses and the method of how each specific category of data was collected.
3. Created a property census database comprised of the building census data. Here, we will discuss how we incorporated all the data into a visual tool. We will also describe the functions of the database.

This chapter describes our step-by-step process of providing the requested tools for our sponsor, the Arts District Partnership. We will explain how we went from a collection of survey responses to specific data correlations. Next, we will discuss how we collected information on each property in the Arts District to build our property census. Last, we will describe how we obtained the data for each category of the occupancy census for the Arts District. The property census database is easy to use and allows for specific data to be obtained quickly and proficiently. We also analyzed data and created charts and graphs to express the results visually.

3.1 Analyzing Worcester Artists' Needs Assessment Survey Data

Two years ago, a team of WPI students created a survey to receive feedback from the arts population on their needs and wants for an arts district in Worcester. The survey asked questions in various areas; occupational, live/work space, personal, residential, student population, and other. These surveys were distributed across the eastern United States and collected by the Arts District Partnership. Laurie Ross and Angeline Bilotta, a Clark University graduate student working for the Arts District Partnership, provided us with the raw response data collected from the surveys.

The data we obtained from them was in the form of excel spreadsheets. Before our team started to analyze the data received from the surveys, additional tabulations and organization was necessary. The data first needed to be formatted so it was easy to read. Secondly, it needed to be cleaned up in two ways: column by column and consistency checking. To clean up column by column all data was put consistently into the same form. Bad data or outlying data was removed. To perform a consistency check of the data we made sure correlations between variables made sense. For example, data of person being age five and married would be discarded because it is not consistent.

The next step in this process is to code the data. Coding is done to simplify the process of analyzing the data. This is started by data processing which is assigning numerical codes for each variable category. For example, for a question asking if you are interested in living in the Worcester Arts District a 2 was assigned to a “Yes” response and a 1 was assigned to a “No” response. Next, a coding scheme was developed for open ended questions. Coding categories were developed to group similar responses. This was used to create a balance between too much and too little data. After this data was coded the last step was to perform a wild code check which is a process that checks all the responses are assigned to the right code category, assuring that everything matches up correctly.

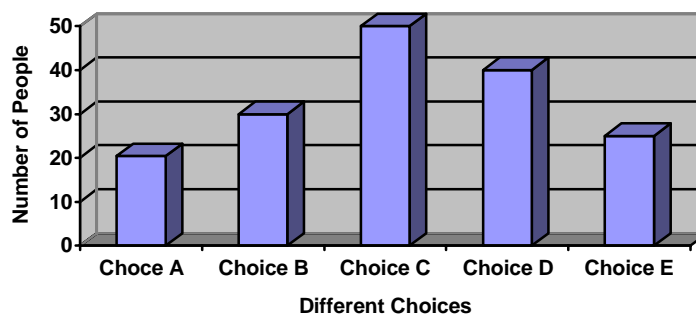
This raw data was then used to create percentages, data tables, and visual representations that show the needs and wants of the arts population in a concise and easy-to-understand format.

There were two ways we analyzed the data we received. We first did a univariate analysis, where we were concerned with one question or variable at a time. Then, we did a bivariate analysis, where we found relationships between two questions or variables.

To deal with each question individually and tallying their responses we separated the questions by type. The three types of questions were multiple-choice, numeric fill-ins, and open-ended qualitative.

For the individual questions with multiple choice answers, we created a frequency table showing the frequency and percent distribution of the data. We then used the frequency table to create a distribution bar graph to show the data visually. For example:

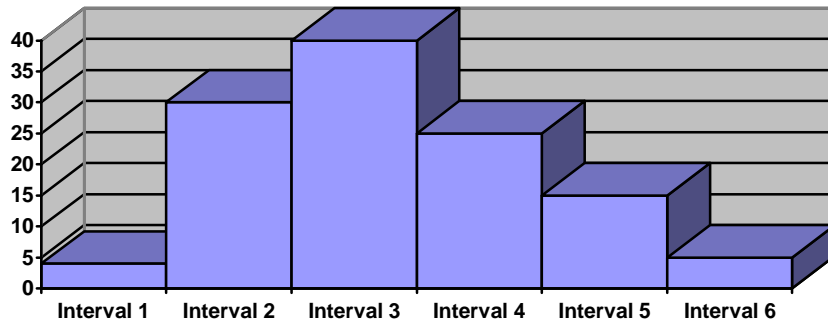
Figure 6 Sample of Individual Question Results for Multiple Choice Answers



For the numeric fill-in questions, we received a wider range of numerical data. Therefore, we could do a lot more with it. The best way to show this data was to group the responses, creating class intervals. From these class intervals we created a frequency table. Then from this data we calculated the mean, variance, and standard deviation. The mean shows us the average of our data. The variance and standard deviation shows us how spread out our data is.

We started the class intervals with the lower limit (smallest amount given) and ended them with the upper limit (largest amount given), choosing appropriate intervals in between. Then we graphed these intervals and their frequencies to create a simple distribution histogram graph. For example:

Figure 7 Sample of Individual Question Results for Fill-in Answers



From this data, we calculated the mean using the excel function that essentially ($\mu = \sum X/N$) adds up all the responses (X) and divides by the total number of responses (N). Then to calculate the variance we used the formula for variance ($\sigma^2 = \sum (X - \mu)^2 / N$) to see the dispersion, which showed us how far from the mean values typically are. To calculate the standard deviation we took the square root of the variance, which showed us how far a member of the data was away from the mean. Both the variance and standard deviation were found using the above formulas using excel functions.

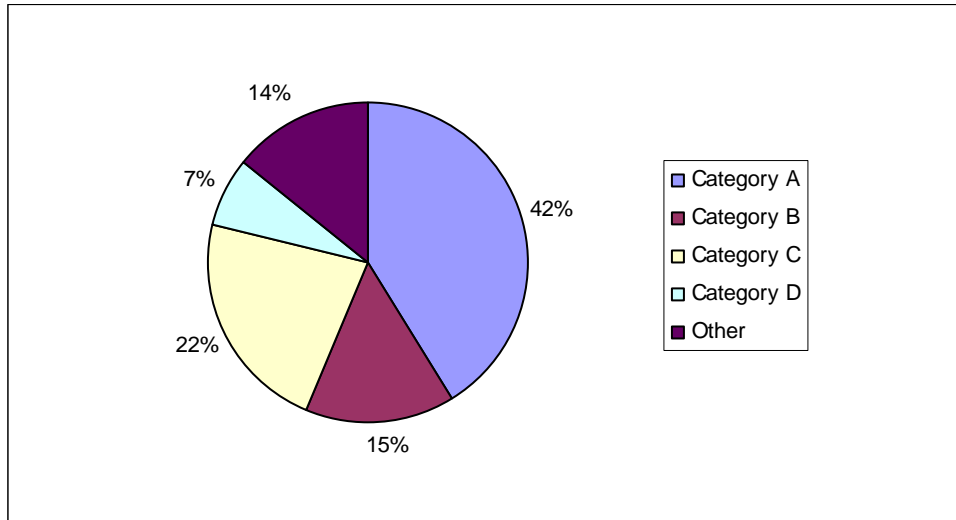
We created a plan to analyze individual questions that had open-ended answers. Some of the responses were similar, and we grouped them into categories. This was done by more than one person to assure better accuracy. After that was done, we coded them and tallied the same responses and created a table like the one below to show the results.

Figure 8 Sample of Open Ended Question Coding

Category	Total #	Percentage
Category A	#	%
Category B	#	%
Category C	#	%
Category D	#	%
Other	#	%
Total	#	100.00%
Total # of Responses	#	

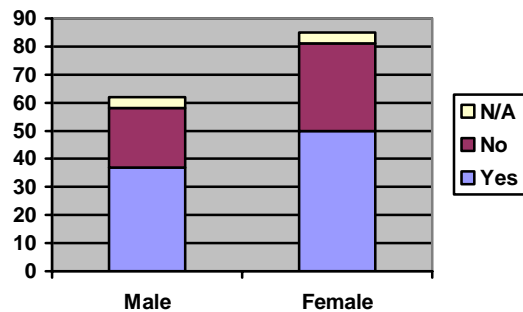
From this table we created a pie graph to show how many people chose the same response. For example:

Figure 9 Sample of Individual Question Results for Open Ended Answers



Next, we analyzed the data by coming up with similarities in responses between questions. By comparing multiple questions together, we found similarities or differences which otherwise would not have been noticed, showing other statistical relationships. This is called a bivariate analysis. For example, by looking at the question to do with gender and the question to do with interest in opening studio/work space, we can create a comparing graph:

Figure 10 Distribution of Interest in Opening Studio/Work Space by Gender



This chart and data shows the amount of males and females who would consider opening studio/work space in the Arts District. We then made additional charts with other pairs of questions that we saw to be appropriate.

Then from all of the data collected from the univariate and bivariate analyses we made conclusions and recommendations about the idea and interest of an arts district. We also showed these results by writing up a synopsis and an executive summary.

3.2 Creating a Census of Residential and Commercial Buildings and a Census of Neighborhood Demographics

The ability to represent and show data in an organized and clear way is essential. The most efficient way for our project team to accomplish this was through the use of databases and spreadsheets. It is possible to quickly obtain specific information out of a large data pool. We therefore created occupancy and property censuses, and a property census database.

There are two types of data we incorporated into our censuses: primary and secondary data. Primary data was information we needed to go out and collect ourselves. Secondary data is information that had already been collected for us. The secondary data sources we used are previous Interdisciplinary Qualifying Projects (IQPs) done by Worcester Polytechnic Institute students, U.S. Census Bureau, City of Worcester Assessing Department, Worcester County Registry of Deeds, and the Office of Neighborhood Services. To obtain the information for the occupancy census we used one secondary data source, the U.S. Census Bureau. However, for the property census we used multiple primary and secondary data sources to gather the information for each category.

3.2.1 Property Census

A summary of where we obtained the data for each category in the property census is shown below in Figure 11.

Figure 11 Property Census Data Sources

Census Field	Data Sources
Address	City of Worcester Assessing Department
Zoning Map	The Official Zoning Map of the City of Worcester
NAICS Code	U.S. Census Bureau’s NAICS 2002 publication
Owner	City of Worcester Assessing Department
Building Size	City of Worcester Assessing Department
Parcel Size	City of Worcester Assessing Department
# of Floors	Property Owner/Ourselves
# of Units	Property Owner/Ourselves
Assessed Value	City of Worcester Assessing Department
Lien?	Worcester County Registry of Deeds
Lien Amount	Worcester County Registry of Deeds
For Sale/Rent/Lease?	Property Owner
Current Use	City of Worcester Assessing Dept.
Special Notes	Ourselves/Property Owner
View	Ourselves
Property Photo	Ourselves

3.2.1.1 Property Address

The Arts District extends over a 10-block stretch of Main Street. The district stretches from Madison Street to Hammond Street, located between Worcester’s central business district and Clark University. For the exact definition of boundaries for the Arts District, we referred to Worcester Zoning Ordinance Amendment #7716, Section IV. Therefore, we needed to determine exactly which properties are in the Arts District. To do this, we obtained maps from the GIS office which outlined the exact area. These maps also showed us the map-block-lot (MBL) numbers which identify each specific lot. The

official street address of each property was provided to us by the Worcester Assessor's office. Upon walking through the district it was discovered that not all of the mailing addresses of the buildings are the same as the official building address. After consultation with Angeline Bilotta we decided to go with the assessor's addresses. All of the properties within the district's boundaries along with selected others around the district are documented in our property census database.

Before the area was toured, Angeline and Barbara Haller the chancellor woman for the City of Worcester decided on which properties would be included in the database and if they were a priority or not. Priority properties were those that were either vacant or for sale/rent/lease where artists could move in immediately. The area was then toured by us with Angeline Bilotta and pictures were taken of each property and coded by their MBL number. These were then placed into the database to use in the property brochure.

3.2.1.2 Zoning Map and Specific Property Zone Category

According to the City of Worcester Zoning Ordinance, each property in the Arts District is zoned for a specific type of business. Since the Arts District was created, Amendment #7716 was ordained on November 9, 1999. This amendment is the zoning regulations specifically for the Arts District. This information is located in the amendment and on the Official Zoning Map. The Official Zoning Map of the City of Worcester was created by the City Clerk on April 29, 1963 (<http://www.ci.worcester.ma.us/cco/ordinances/zoningord4291.pdf>). The 107 properties that we had information on were located in five zones: BG-3.0 (Business General), BG-6.0 (Business General), MG-2.0 (Manufacturing General), BL-1.0 (Business Limited), and RG-5 (Residential General). We further sub-divided the property zones into: commercial, residential, industrial, industrial/residential, and commercial/Arts District based on visual observation and location.

3.2.1.3 NAICS Code

The North American Industry Classification System, or NAICS, is a unique, system for classifying business establishments adopted by the U.S. Office of Management and Budget (OMB) on April 9, 1997. It replaced the 1987 Standard Industrial Classification and provides an increased comparability with the International

Standard Industrial Classification System (ISIC, Revision 3), developed and maintained by the United Nations. (<http://www.census.gov/epcd/www/naicsdev.htm>). Economic units that use similar processes to produce goods or services are grouped together.

NAICS is split into 20 sectors containing a total of 1,165 industries. It is a six-digit system that provides comparability among the three countries of North America, at the five-digit level, with few exceptions. This six-digit system provides increased flexibility. NAICS allows each country to recognize activities that are important in the respective countries. This may or may not be large enough or important enough to recognize in all three countries of North America. The sixth digit is reserved for identifying an individual country. Figure 12 shows the breakdown of the 6-digit NAICS code and what each number means.

The current use of each property, given by the City of Worcester Assessing Office was typed into the above webpage to obtain a NAICS code.

Figure 12 Breakdown of the 6-digit NAICS code

NAICS	
2-digit	Sector
3-digit	Subsector
4-digit	Industry Group
5-digit	NAICS Industry
6-digit	National

An example of a NAICS code is 712110, which is the code for museums. The first two digits in this code are 71. This is the 2-digit code for the Arts, Entertainment, and Recreation Sector, which is the main sector we will be working with. The digits following describe the museum's subsector, industry group, NAICS industry, and country of location.

We used the NAICS 2002 because it was the most recent publication of NAICS codes by the U.S. Census Bureau. This publication could be accessed from the U.S. Census Bureau's website, <http://www.census.gov>. We included the NAICS code of every property in our property census database.

This NAICS code is very important. It allows developers and others in North America to find out what a property is being used for. Also, anyone from other countries can use the NAICS code to find the similar code in the United Nations' ISIC. They can also, read the description for each code in the U.S Census Bureau's NAICS publication.

3.2.1.4 Owner of Property

We procured property ownership information from the City of Worcester Assessing Department. This spreadsheet lists owner names and their mailing address. However, phone numbers for these owners were not provided for us. We needed to use the internet or a local phone book to obtain their numbers. Another way we obtained ownership information was from Angeline Bilotta. She has talked with Barbara Haller, a city councilor of Worcester who is aware of who owns many of the properties in the area.

3.2.1.5 Primary Data Collection

Secondly, we sent letters describing the project and a spreadsheet of needed information to each property owner with a self addressed stamped return envelope in hopes for some response. It was difficult to contact many of the owners because of two reasons. First, not all owners reside in the property they own, so therefore it was difficult to find a phone number to contact them. Second, owners are not readily available or willing to assist us in our research so it was difficult to gather some of the information involving the inside of the properties.

When contacting owners we focused on a priority list which was developed by Angeline Bilotta. Each owner or business that had a contact number was called. There were a variety of responses from this which include: leaving messages on answering machines, no answer, call back, or completed information. From here the rest of the building owners that were not on the priority list which we had a contact number for were called. This would be our only attempt to contact them as they are not considered a priority. A call log was kept to document the status of each property.

We had an extremely difficult time contacting property owners. Our first attempt was to draft a letter and send a copy of our data entry form along with a self addressed stamped return envelope. We did this for each of the 107 properties. However, we received five back in the mail saying that the address of the owners does not exist. Two

of these were on our priority A list. During this time we attempted to call the property owners. Our first step was to locate their phone numbers. We did this by first looking up the owner in the phone book using <http://yellowpages.bigbook.com>. Second, if that was not successful we searched the white pages for the owner using the above address. Third, we searched the internet for the owner. In many cases all of these attempts were unsuccessful. Those where we were told to call back or there was no answer were called back the next day. We did receive responses through the mail which was helpful. Over all we were able to get information from 2 priority A properties, 3 priority B properties, 0 priority C properties, 2 Priority D properties, and 10 that were not on our priority list for a total of 17 responses. Another priority A owner did contact us but after our deadline, so therefore the information was included solely in our database and not in our results and analysis. This was a surprising low number of responses. However, we did learn that it is not easy to call business owners and request information on the spot. There were some that immediately hung up on us while others were incredibly rude. With some properties there was also a language barrier. Lastly, with a couple of owners the number listed for them or their business was no longer in service or no longer the correct number.

3.2.1.6 Size of Building and Property Parcel

Building size, parcel size, number of floors and number of commercial and residential units are five more categories that were included in our property census. We documented the size of the building and the parcel of property with measurements of square feet using information from the assessor. For certain properties building size was not given in the assessor's information. For some properties this was not applicable because they are parking or vacant lots. To get the number of floors we asked the property owners or used photos to physically count. To calculate the number of residential and commercial units, we used the assessor's information along with asking the owner.

3.2.1.7 Assessed Value

The assessed value of a property is established by the City of Worcester Assessing Department. Property is assessed at 100% of full and fair cash value. This is defined as "current market value" by the judicial courts. "Current market value is the

price arrived at by a willing buyer and a willing seller, each with a good knowledge of the market and each acting without undue pressure or compulsion” (<http://www.ci.worcester.ma.us/>). Thus, in determining value, assessors seek to approximate what property would sell for on the open market, within an acceptable range of error. We used the new property evaluations for the fiscal year 2005. This was provided to us from the Worcester City Assessor.

3.2.1.8 Liens

A lien is a legal claim placed on property for debt owed by the owner related to his property (i.e. back taxes). The property is also placed in a tax title system. All liens except mortgages must be paid off before the property can be sold. This information is recorded by the Worcester County Registry of Deeds. Therefore, we visited the Worcester County Registry of Deeds and performed a property search for liens on each owner in our property census. We recorded the type of lien(s) and the total dollar amount of the lien(s). There are five types of liens that could be placed on a property: federal, Mass, tax-taking, attachment, and mortgages. If a lien was listed as discharged it was no longer in effect and had been paid off.

3.2.1.9 Building Availability

We wished to know the availability of each building and property so we could provide the Arts District Partnership with the specific properties that are available for new development. The Arts District Partnership can then supply this information to developers. We used four different categories to identify the status of each property’s availability. The four categories are for sale, rent, lease, and unavailable. A property “for sale” simply means that the current owner is willing to sell his property to a new owner. There is a thin line with the difference between a property for rent or lease. Properties listed as “for rent” refers to properties where “payment, usually of a fixed amount by contract, made by a tenant at specified intervals in return for the right to occupy or use the property of another” (www.dictionar.com) A property “for lease” means that “a contract granting use or occupation of property during a specified period in exchange for a specified rent” (www.dictionar.com). For our case the difference was determined by

the property owner themselves. A property listed as “unavailable” means that the owner will not give up any control of his property by selling it, leasing it, or renting it out. We worked with Angeline Bilotta to get in contact with the owner(s) of the property so they can provide us with this information. In some cases it was obvious from photos which we took if there was a sign hanging in the window.

3.2.1.10 Current Use of Property

We included a description of the current use of the property in our property census database because this information is important to interested developers. This is because, if they want to purchase a property, they will want to know what exact business the property is being used for. This way they can figure out if the property is suitable for their needs. Property was labeled based on the description given by the assessor.

3.2.1.11 Property’s View

The view from the property could possibly make a difference as to what type of business would be built there. So, we recorded the view each building has in one of four categories: residential, busy street, industrial, commercial. Some businesses might prefer a view of a busy street, which maximizes the potential for a high volume of traffic. Other businesses or residential units might prefer the view of a side street because it would be calmer. Some properties may have residential view, which would attract businesses that want the maximum amount of quietness or just aesthetically pleasing surroundings.

For example, an artist may want his studio to be built on property that has a residential view or a view of a side street, because he prefers calmer surroundings to do his craft. A neighborhood café may prefer a view of a busy street because it wants a high volume of traffic to increase business. We obtained this data by visiting each property and determining its view(s).

3.2.1.12 National Historic Listing

“The National Register of Historic Places is the Nation's official list of cultural resources worthy of preservation. Authorized under the National Historic Preservation Act of 1966, the National Register is part of a national program to coordinate and support

public and private efforts to identify, evaluate, and protect our historic and archeological resources” (nationalregisterofhistoricplaces.com).

3.2.1.13 Accessibility

An elevator may be a great asset for artists in their living and working space. This would make it easy to transport pieces of art within the building. Also, many of these buildings are quite large and an elevator may be an enticing factor to attract artists to these locations. It also makes the inside of the building handicap accessible. Information on whether or not a property has an elevator was obtained from the property owner. In some cases it was obvious that there would not be an elevator present if the property was a parking lot. There were 24 responses to this category, and 83 properties with no information provided. Of the properties with responses 9 did have an elevator while 15 did not.

Whether a property has a loading dock or not is a category similar to whether a property has elevator access. It may be beneficial to have a loading dock for artists having supplies delivered along with being able to export their goods. This information was again supplied by the property owner. 19 responses were given while 98 properties were listed as no information provided. 8 properties did have a loading dock while 11 did not.

American Disability Act compliancy caters to the handicap and qualifies a business for a tax reduction. There are many qualifications that need to be met before a building can be considered ADA compliant. Therefore, although there is the tax incentive numerous buildings do not have the ability to qualify in this district. Of the 15 property owners that responded to this question only 1 was ADA compliant while 14 were not. This leaves 92 properties with no information provided.

3.2.2 Occupancy Census

We created an occupancy census to determine the demographics of the people that live in the Arts District. This is important information that developers will use to select a target area for marketing their new development. We gathered information such as gender, age, race, education level, language spoken, yearly income, and the family style

of children. We obtained this information from the U. S. Census Bureau's 2000 Census data.

The Census Bureau organizes its data by census tracts, census block groups, and census blocks within a city. A tract is the largest of these three subdivisions and contains approximately 4,000 people. Each tract is broken up into block groups. The block groups are further subdivided into individual blocks. Depending on the population density of an individual census block, it could contain information on 0 to approximately 500 people. The census block is the most precise information you can get about a neighborhood. Not all information is available at this small level so it was obtained at the tract level.

For our occupancy census of the Arts District, we wanted as precise information as possible to get the most accurate profile of the people living there. To do this, we needed to know the census tract and block numbers pertaining to the Arts District. This process was started by going to the website, <http://www.census.gov/main/www/cen2000.html>. Once on the website, we took the following steps:

1. Clicked on Summary Profile 1, which is under the Census Data section and Census 2000 Data Releases headline.
2. Then we clicked on the link labeled "Access to all tables and maps in American FactFinder".
3. On the right side of the screen, there was a side menu labeled "Select from the following options:" and in that menu we clicked on "Detailed Tables".
4. On that page we clicked on "Address Search" under "Selection Method". We entered 721 Main Street, a street address that is in the Arts District. We entered "Worcester" and "Massachusetts" for the city and state fields.

This gave us the census tract and block information for the address we entered. With this information in hand, we then took the following steps to start collecting demographic information:

1. Clicked on the "List" tab under "Selection Method". This set of options started the filtering process for the geographic location we want. In the "Geographic Type" menu, we selected "block group". We then entered

“Massachusetts”, “Worcester County”, and “Census Tract #7313” for the state, county and census tract number fields.

2. We then selected block group 1. We clicked “Map it” to verify that we had the right neighborhoods selected. The next menu shows all the categories of information you could get for that specific area. To get the information we needed, we chose the following categories:

- P12. Sex by Age (Total Population)
- P36. Own Children Under 18 Years by Family Type and Age
- P18. Household Size, Household Type, and Presence of Own Children
- P8. Hispanic or Latino by Race (Total Population)

3. At the top of the data chart, there is a menu heading labeled “Print/Download”. That dropped down a menu and then we clicked “Download.” We saved this Microsoft Excel Comma Separated Values (.csv) File to our computer.

To take advantage of the full functionality of Microsoft Excel, we opened up this file and resaved it as a Microsoft Excel Workbook (.xls) file. Next, we cleaned up the data charts and use the information to create graphs. This was done deleting unnecessary text and consolidating data into fewer and more manageable groups.

For example, the U.S. Census Bureau divides people up into age groups in approximately 5-year increments ranging from under 5 years to age 85 and over. We consolidated those numerous age groups into 4 groups: Under 20 years old, 20-40 years old, 40-60 years old, and 60 years old and over. We repeated this sorting process for each category. We repeated this entire data collection process for Census Tract #7314 Blocks 3000, 3004, and 3006 as well as Census Tract #7317 Blocks 2006-2010.

The education, yearly income, and language spoken data was only available at the census tract level. For these categories, we used information for Census Tract #7313 because this is the census tract that contained a significant part of the Arts District. The Arts District did not occupy a large enough portion of the other census tracts to give us relevant data. The U.S. Census Bureau categories we used to fill in these demographic categories were:

- QT-P20: Educational Attainment by Sex
- DP-3: Profile of Selected Economic Characteristics
- QT-P35: Poverty Status in 1999 of Families and Nonfamily Householders
- DP-2: Profile of Selected Social Characteristics

The sorting process for this data is similar to the one used in the block-level categories. When all of the data was collected for all the census tracts, the data was consolidated into another geographic category that was the “Arts District”. This way we could look at the Arts District as a whole even though it was made up of multiple geographic divisions. Using the information in each category, we generated pie charts showing the percentage of residents that were in each group. An example of age in our occupancy census is shown in Figure 13.

Figure 13 Example of Occupancy Census (Age Chart)

Age	Male	Female	Age Total	Fraction
Under 20 years	193	185	378	28%
20 to 40 years	264	187	451	34%
40 to 60 years	176	148	324	24%
60 years and over	85	90	175	13%
Gender Total	718	610	1328	100%

3.3 Create a Combined Database Comprised of Artist Survey and Building Census Data that Enables Visual Tools.

The group created visual tools for the Arts District Partnership to use to attract developers’ interest in the potential arts district area of Worcester. One way to accomplish this was to produce and display photos of each building in the neighborhood. We created a template that shows the picture of the specific property along with key information such as address, owner, financial status and cost, size, property zone, current use, NAICS Code, number of floors and/or units, and the building’s view, and property availability.

The database was created using Microsoft Access. The three forms were created using the Form Wizard function in Microsoft Access. All data from the forms was taken from the main data table in the database. The search feature was made possible by

setting up queries which were written Visual Basic code. For more information about functions of the Arts District Database, please see the Arts District User Manual in the Appendix F.

4. Results

This chapter shows results and basic findings from our major project activities.

These include:

- Occupancy census data: The results and analysis of the occupancy census is in section 4.1. Graphs of various categories describe the demographics of Main South.
- Survey results: The univariate, bivariate, and open-ended analysis results are shown in section 4.2. Using charts and graphs a complete analysis was made for all of the results. These results were then used for possible recommendations for the Arts District about artists needs.
- Property census information: Graphs of various categories used in the database describe properties within the Arts District.

Each of these categories will further be explained below.

4.1 Demographic Results

Approximately 1,330 people currently live in the Arts District and adjacent neighborhoods. We collected various types of demographical information on these residents such as race, age, gender, income, education attained, language spoken, and children's family style from the United States Census Bureau's 2000 Census. This section will summarize and analyze the results of the aforementioned categories in and around the Worcester Arts District. We explain how this data tells developers what type of consumer they are working with and what they can do to attract those consumers. Developers need this information so they know what type of business to open up in the neighborhood. We also analyzed these results from a non-commercial perspective, that is, what does this neighborhood need to grow that consumer-related businesses cannot provide. Some graphs will be shown here to support the summary, but all detailed charts, graphs, and maps of the area are included in Appendix C.

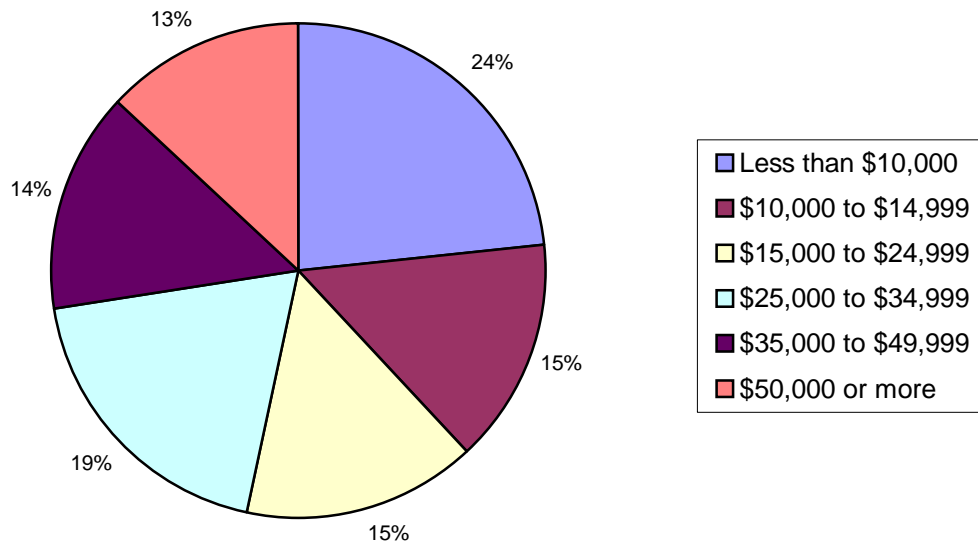
4.1.1 Income

Income data was only available at the tract level.¹ The Main South neighborhood where the Arts District neighborhood is located is very poor, with more than half of all households earning less than \$25,000 a year. Incomes are pretty evenly distributed between \$10,000 and \$50,000 per year. A slightly higher percentage of households make less than \$10,000 per year. There is a drastic drop-off in number of households who make between \$50,000 and \$75,000 per year. Incomes higher than \$75,000 per year are basically non-existent for Arts District residents. The median income is only \$23,029. There are only a few residents with well-paying jobs. Most jobs are low-paying, service-based jobs that are basic for a neighborhood (i.e. restaurants, shops, etc.). If new businesses open up in the area, more jobs would be available. This new economic growth may lead to a rise in income levels. Income levels for households in the Arts District for 1999 are shown in Figure 14.

Job-training services could help this neighborhood tremendously because many residents do not work in highly skilled jobs, which is evident in the area's income levels. There are a lot of abandoned buildings in the neighborhood. If these were utilized to open up new businesses, then residents could work at the newly created jobs and the income levels would increase.

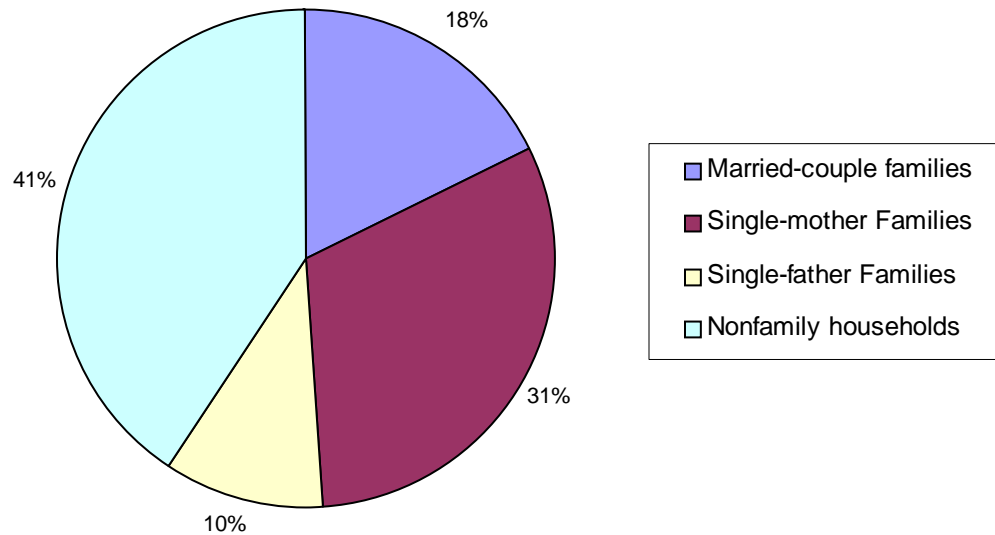
¹ Population size used for this data category was 1,236 households.

Figure 14 1999 Income for Arts District Households



Two out of five householders in the Arts District are defined as being in poverty. For a description of how poverty is defined and calculated, see the poverty summary in Appendix C. Married families have the lowest proportion (24%) of households in poverty, while single-mother families (54%) have the highest proportion in poverty. Single-father families (52%) occur as frequently as single-mother families. Poverty levels and average income deficits are inversely proportional. For families as a whole, the average income deficit is \$7,488 as defined by the U.S. Census Bureau. Although married families have the lowest poverty level, they do have the highest average income deficit at \$8,533. Single-mother families have the lowest income deficit at \$6,541. This cannot be accurately compared to single-father families because that information is not given and has to be deduced. The poverty percentage increases to 47% when families with children under the age of 18 are considered. Non-family households have the average number of households in poverty for the Arts District with 42%. The type of impoverished households is graphed in Figure 15.

Figure 15 Makeup of Impoverished Households in Arts District



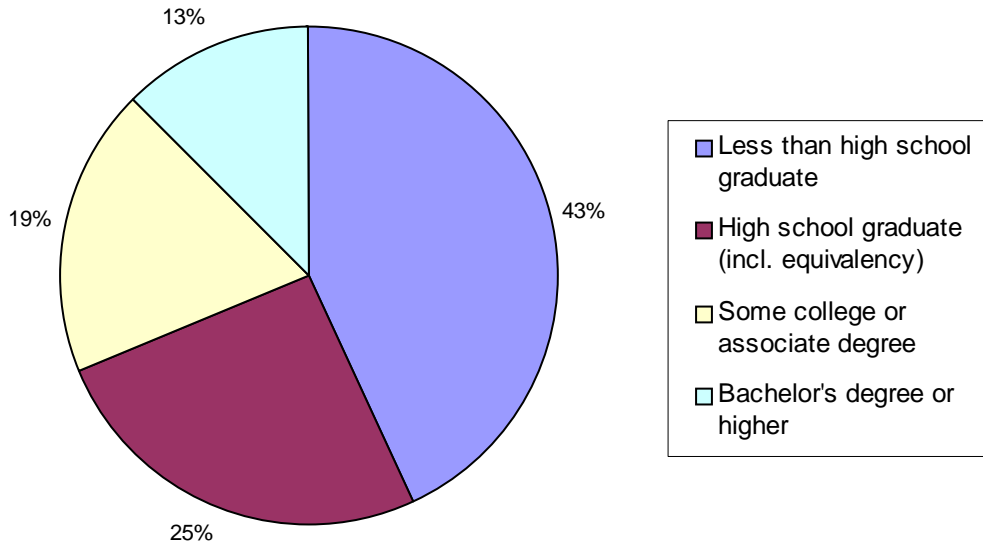
4.1.2 Education

Education data is available at the census tract level.² Education does not appear to be important because 43% of the Arts District residents do not have a high school diploma or equivalency. Only a few people (13%) living in the Arts District have completed their education by obtaining a bachelor’s degree or higher. Education levels are graphed in Figure 16.

Educational services should be offered to Arts District residents. People could be higher-skilled workers, thus earning higher incomes, if GED (General Education Diploma, high school diploma equivalency) services or vocational school services were available.

² Population size used for this data category was 2,536 individuals over the age of 18.

Figure 16 Education Level of Adults 18 and Over in Arts District



4.1.3 Race³

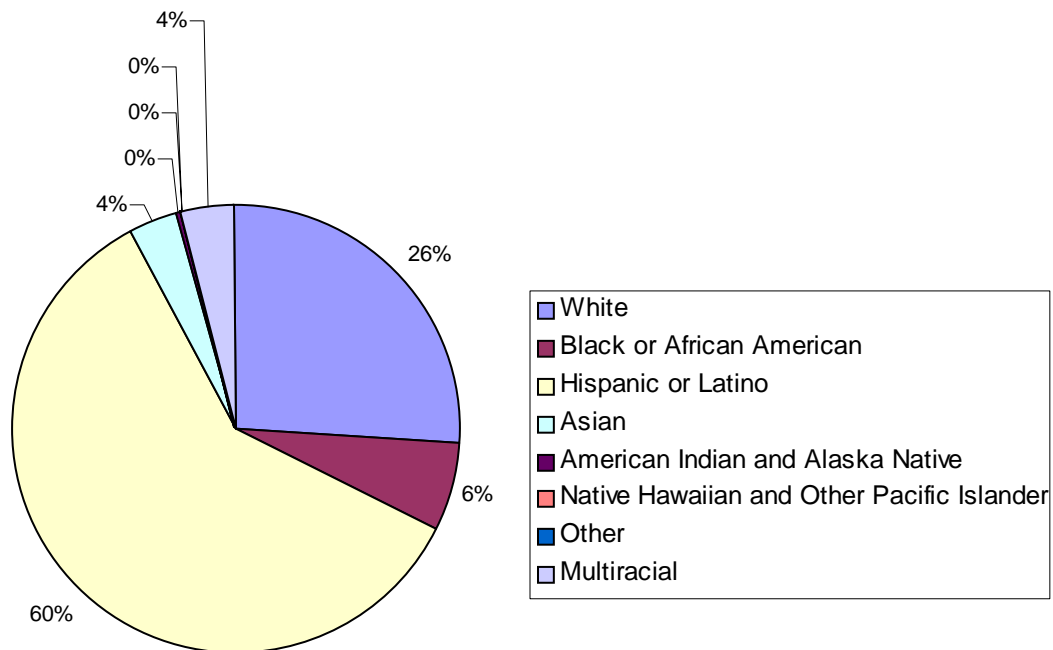
The Census Bureau asks people to identify themselves as one of the following races: White, Black or African-American, Hispanic or Latino, Asian, American Indian or Alaskan Native, Native Hawaiian or other Pacific Islander, Other, or Multiracial. The Arts District residents are predominantly Hispanic or Latino (60%). They outnumber the second-most populous race, White, by more than a 2:1 ratio. All other races make up minute portions of the population. Multiracial people are just as large of a population as Asian people (4%).

New businesses coming to the Arts District should keep this in mind when marketing themselves to the neighborhood. If a business wants to maximize its volume of patrons, then it should make a concerted effort to cater to the Hispanic population. At the same time, it has to make sure it is not alienating people of other races by making them feel that this business is for only Hispanic people. The racial makeup of the Arts District is shown in Figure 17.

³ Population size used for this data category was 1,328 individuals.

Non-profit organizations and other developmental organizations could also use this information to help showcase the culture of this neighborhood. This neighborhood is full of residents proud of their nationality and a festival displaying this could help show these people are culturally unique. A cultural experience like this could expose all people in the City of Worcester to different cultures because the city is predominantly White (77%), and otherwise may not appreciate cultures other than their own.

Figure 17 Makeup of Arts District Residents



4.1.4 Language

Language data, available on the census tract level, shows English is spoken at home (44%) more than any other language in the Arts District.⁴ However, Spanish is

⁴ Population size used for this data category was 3,292 individuals over the age of 5.

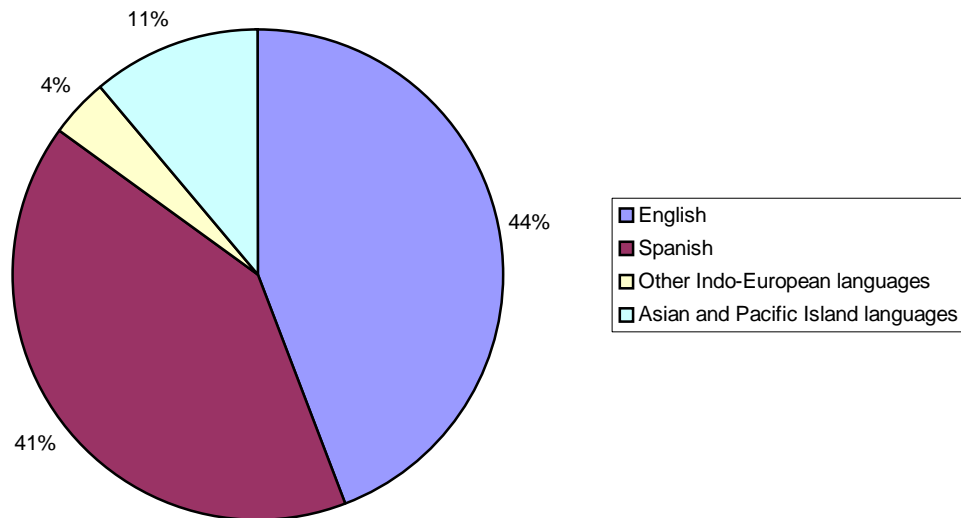
spoken nearly (41%) as much. 11% of the population speaks Asian and Pacific Island languages.⁵ The remaining 4% of the population speaks other Indo-European languages.

Since Spanish is just as popular as English, then businesses could advertise in both English and Spanish. This does not mean that businesses have to create two different advertisements. For example, when a grocery store creates its weekly sale, all it would have to do is show the name of the product in both English and Spanish next to the price. For example, in Houston, Texas, where the Hispanic population is the majority (38% of total population), Advertisers use this marketing tactic because otherwise they might miss out on a large portion of the population. It cannot be assumed that everybody in the neighborhood can speak English. For some people, English might not have been his or her first language, especially in Hispanic homes. Languages spoken at home are graphed in Figure 18.

ESL (English as a Second Language) services could help break the language barrier that exists in the neighborhood. With more people being able to speak English, more jobs will be available for them. Foreign language services would also help English-only speakers be able to communicate to non-English speakers. Bilingual people would be the most in demand because they would be able to talk to everybody.

⁵ At first glance, the percentage of Asians versus the percentage of Asian language speakers could seem confusing since Asian language speakers outnumber Asians by a ratio of 3 to 1. This disparity exists because language data is only available on the tract level (in this case, pop. 3,292) where as racial data was constrained to the defined boundaries of the Arts District (pop. 1330), which is spread over parts of 3 different census tracts.

Figure 18 Predominant Language Spoken at Home in Arts District



4.1.5 Households and Children

The U.S. Census Bureau divides households into the following categories:⁶

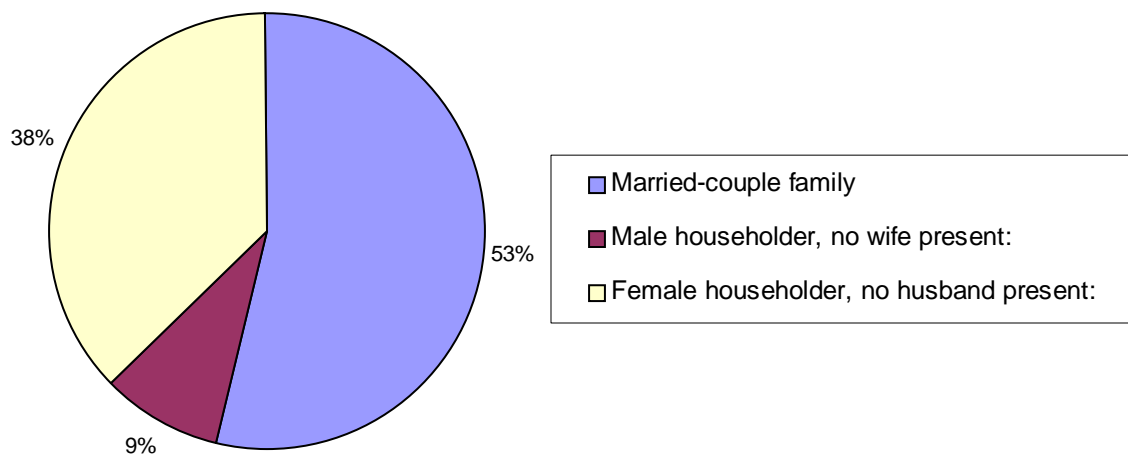
- Multiple-people households:
 - family households
 - married families
 - single-mother families
 - single-fathers families
 - non-family households
 - groups of people who are living together but have no relation to one another by birth, marriage, or adoption
- Single-person households

There are an equal number of people who live in multiple-people households and who live alone. Non-family households are broken down by the gender that holds the lease, but it might be a mixed-gender household.

⁶ Population size used for this data category was 458 households.

Males live by themselves more than females do by more than a 2:1 margin. This is a stark contrast compared to the rest of the city since more females live alone (57%) than males. Seven out of eight multiple-people households are families. In these family households, approximately half of the families have married parents. Although there are more single-father families in the Arts District compared to the rest of Worcester, single-mother families outnumber single-father families by a ratio of 3:1 in Main South. Developers could go after families or specifically mothers as their target demographic to start new businesses. The parental situation for children is graphed in Figure 19.

Figure 19 Situation for Children in Arts District



4.1.6 Age⁷

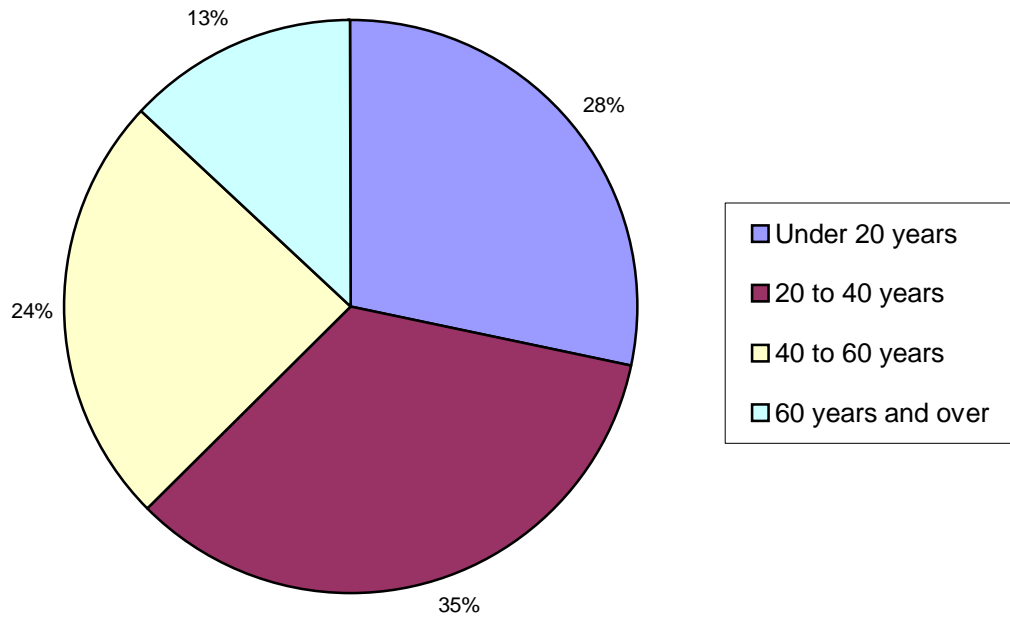
People who live in the Arts District are of a rather young group. Approximately 3 out of every 5 people living in the Arts District are under the age of 40. Businesses that want to open up in the Arts District could be youth-oriented; otherwise they are excluding the majority of the population. Adults in their prime working years, ages 20-60, make up 58% of the population. This portion of the population will be the people who spend their hard-earned money to drive the neighborhood economy and keep the newly opened

⁷ Population size used for this data category was 1,328 individuals.

businesses alive. People under 20 mainly get their disposable income from their parents who are in the aforementioned age group, therefore, they won't be able to directly influence consumer spending. The majority of people over the age of 60 are on a fixed-income such as Social Security. This is usually just enough to pay their monthly bills and healthcare costs, so they wouldn't be a strong contributor to the revitalized economy. If businesses wanted to target one specific age group, then they could go after adults who are 20-40 years old. They are the most numerous group, counting for one-third of the Arts District population. They are most likely young adults with jobs willing to spend their money more freely than middle-aged adults who have to spend their disposable income on raising their family.

We were also able to determine the age breakdown within each gender. The gender split is about even for all age groups except for the 20-40 year olds. In that age group 3 out of every 5 people are male. As for the Arts District as a whole, males slightly outnumber females by a ratio of 54 to 46. The disparity between genders seems even larger when compared to the entire City of Worcester. The percentage of males and females is approximately equal for the entire city. The age of Arts District residents, broken down in 20-year increments, is graphed in Figure 20.

Figure 20 Age of Arts District Residents



4.1.7 Conclusion

The Arts District and adjacent neighborhoods are not exactly diverse. In general, the Arts District is Hispanic and most people did not go to college and households makes less than \$25,000 per year. The average person could be of any age, either male or female, and would speak either English or Spanish. If developers wanted to target one precise demographic, then this is the group they could market to because this is the largest group of people. Developmental services are needed in Main South to offer job training, break the language barrier, and improve the educational levels of the neighborhood. These services could be offered by organizations such as Centro Las Americas, a non-profit multi-service organization currently located in the Worcester Arts District.

4.2 Survey Results

The Worcester Artists' Survey was taken by 152 people of different backgrounds and life styles. After cleaning, sorting, and coding the final data, we analyzed this survey and came up with many results. Recalling from the methods chapter, there were three ways in which this survey was analyzed; univariate analysis, open-ended questions analysis, and bivariate analysis. The last section is the analysis of the entire survey.

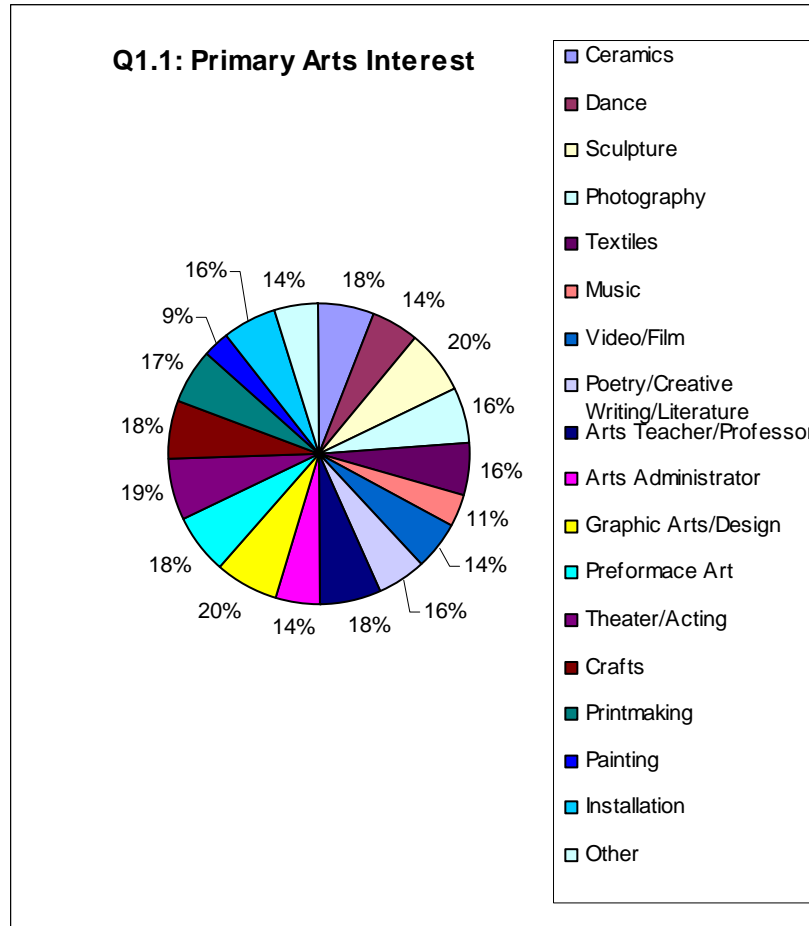
4.2.1 Univariate Analysis

This section contains the univariate analysis and open-ended question analysis results. They are separated by section and then by question, under each question is a graph and frequency table showing the questions' responses. Also, see the Appendix E for all sorted responses to open-ended questions.

4.2.1.1 Section 1: Occupational

Q. 1.1 Primary Art Interests

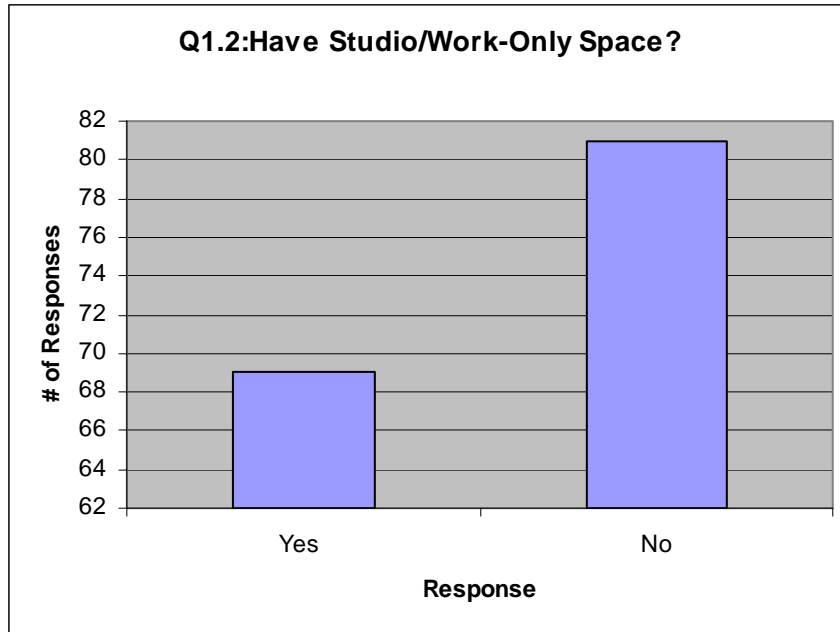
Figure 21 Primary Arts Interest



Var.	Responses	% Responses
Ceramics	27	18%
Dance	22	14%
Sculpture	31	20%
Photography	25	16%
Textiles	25	16%
Music	16	11%
Video/Film	21	14%
Poetry/Creative Writing/Literature	24	16%
Arts Teacher/Professor	28	18%
Arts Administrator	21	14%
Graphic Arts/Design	30	20%
Performance Art	28	18%
Theater/Acting	29	19%
Crafts	28	18%
Printmaking	26	17%
Painting	13	9%
Installation	25	16%
Other	21	14%
Total	440	
N	149	
N-Responses	3	

Q. 1.2 Do you have studio/work space dedicated solely to your art (studio/ work-only space)?

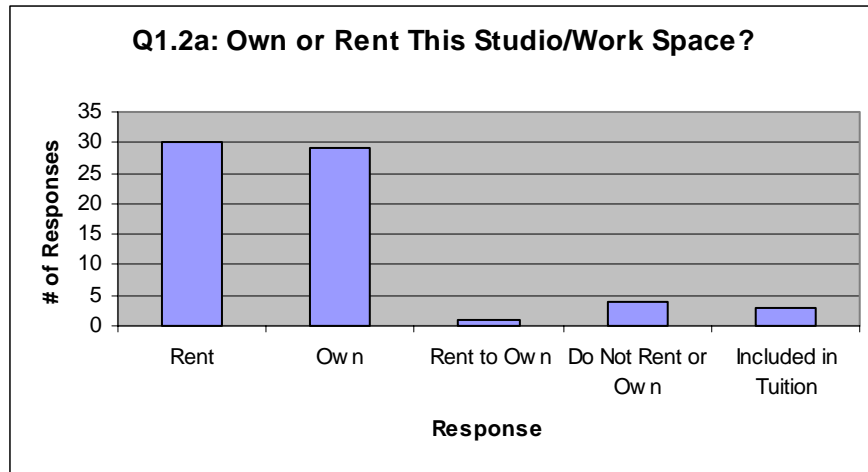
Figure 22 "Do you have Studio/Work Space"



Var. #	Var.	Responses	% Responses
2	Yes	69	46%
1	No	81	54%
	N	150	
	N-Responses	2	

Q. 1.2a Do you currently own or rent this studio/ work space?

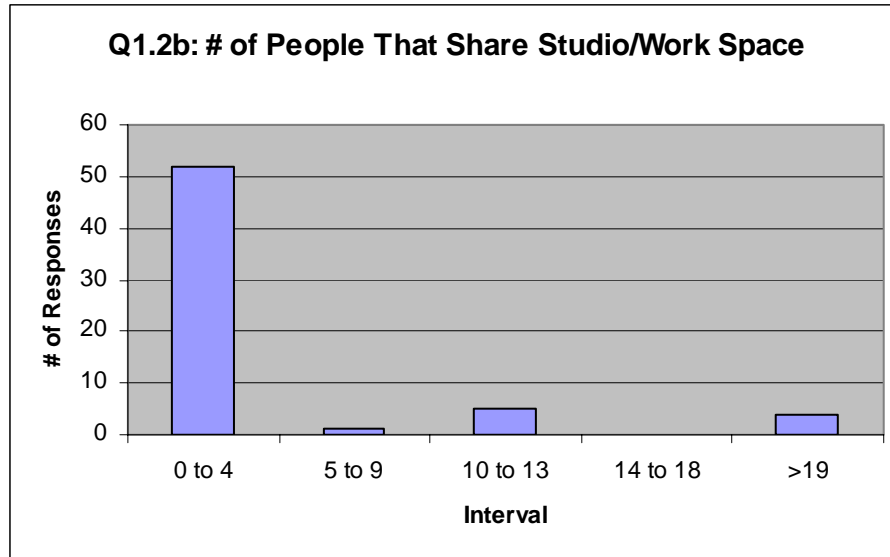
Figure 23 Own or Rent this Studio/Work Space



Var. #	Var.	Responses	% Responses
1	Rent	30	45%
2	Own	29	43%
3	Rent to Own	1	1%
4	Do Not Rent or Own	4	6%
5	Included in Tuition	3	4%
	N	67	
	N-Responses	85	
	Yes' w/o Answer	2	

Q. 1.2b Including yourself, how many people share this studio/work space with you?

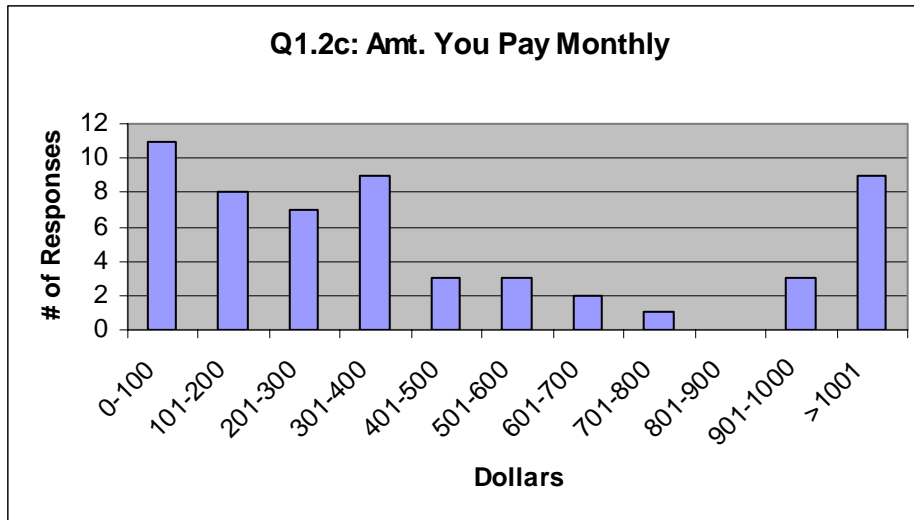
Figure 24 People that Share Studio/Work Space



Response Interval	Frequency	Percentage
0 to 4	52	84%
5 to 9	1	2%
10 to 13	5	8%
14 to 18	0	0%
>19	4	6%
N	62	
N-Responses	90	
Yes' w/o Answer	7	
Max.	33	
Min.	0	
Average	3.9	
Std. Dev.	6.8	

Q. 1.2c How much do you pay monthly for this space, including utilities?

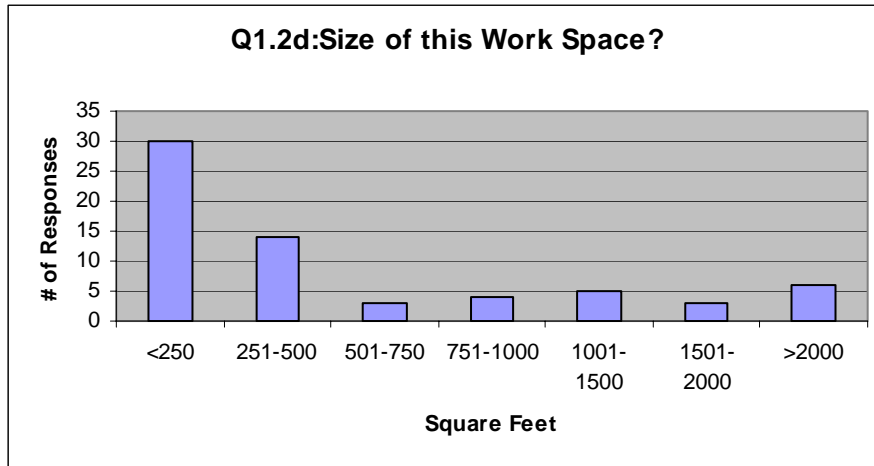
Figure 25 Amount You Pay Monthly



Interval	Frequency	Percentage
0-100	11	20%
101-200	8	14%
201-300	7	13%
301-400	9	16%
401-500	3	5%
501-600	3	5%
601-700	2	4%
701-800	1	2%
801-900	0	0%
901-1000	3	5%
>1001	9	16%
N	56	
N-Responses	96	
Yes' w/o Answer	12	
Max.	24000	
Min.	0	
Average	927.6	
Std. Dev.	3184.0	

Q. 1.2d What is the size of this work space (in square feet)?

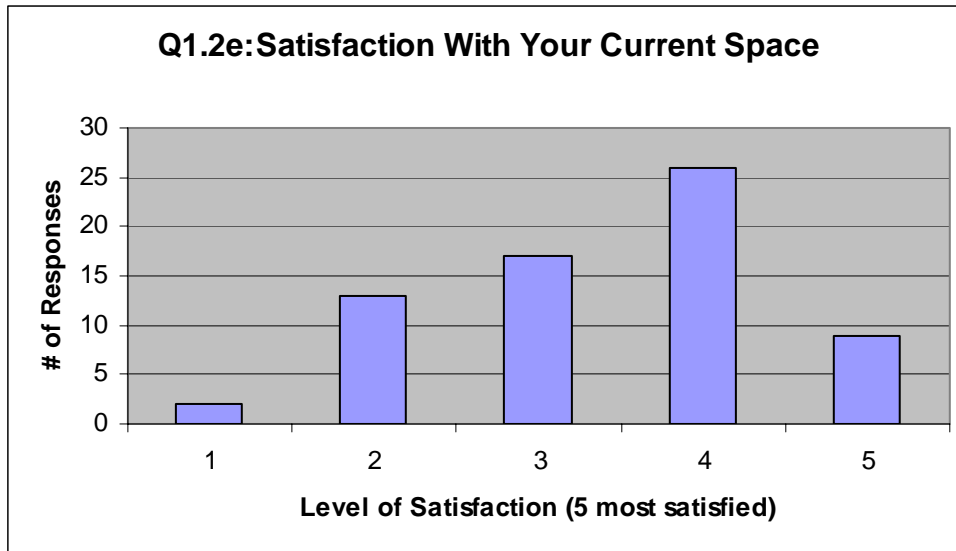
Figure 26 Size of Work Space



Var. #	Var.	Responses	% Responses
1	<250	30	46%
2	251-500	14	22%
3	501-750	3	5%
4	751-1000	4	6%
5	1001-1500	5	8%
6	1501-2000	3	5%
7	>2000	6	9%
	N	65	
	N-Responses	87	
	Yes' w/o Answer	4	

Q. 1.2e How satisfied are you with your current space?

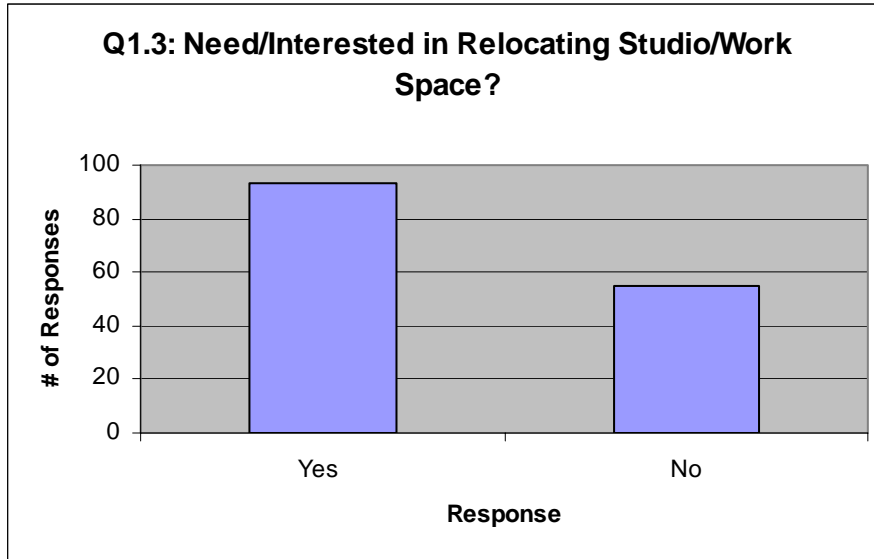
Figure 27 Satisfaction of Current Space



Var. #	Responses	% Responses
1	2	3%
2	13	19%
3	17	25%
4	26	39%
5	9	13%
N	67	
N-Responses	85	
Yes' w/o Answer	2	

Q. 1.3 Do you need studio/work space or are you interested in relocating your studio/work space?

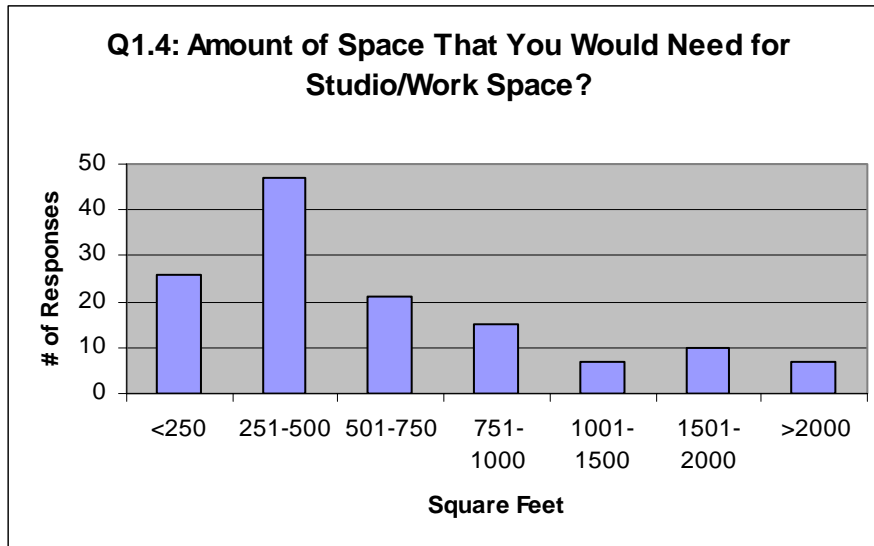
Figure 28 Need/Interest in Relocating Studio/Work Space



Var. #	Var.	Responses	% Responses
2	Yes	93	63%
1	No	55	37%
	N	148	
	N-Responses	4	

Q. 1.4 What is amount of space that you need for studio/work space (in square feet)?

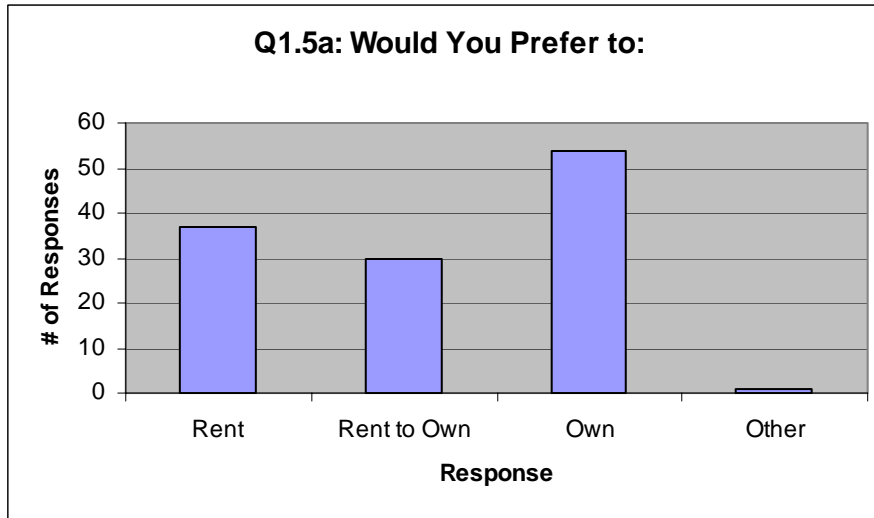
Figure 29 Amount of Space Needed for Studio/Work Space



Var. #	Var.	Responses	% Responses
1	<250	26	20%
2	251-500	47	35%
3	501-750	21	16%
4	751-1000	15	11%
5	1001-1500	7	5%
6	1501-2000	10	8%
7	>2000	7	5%
	N	133	
	N-Responses	19	

Q. 1.5a Would you prefer to:

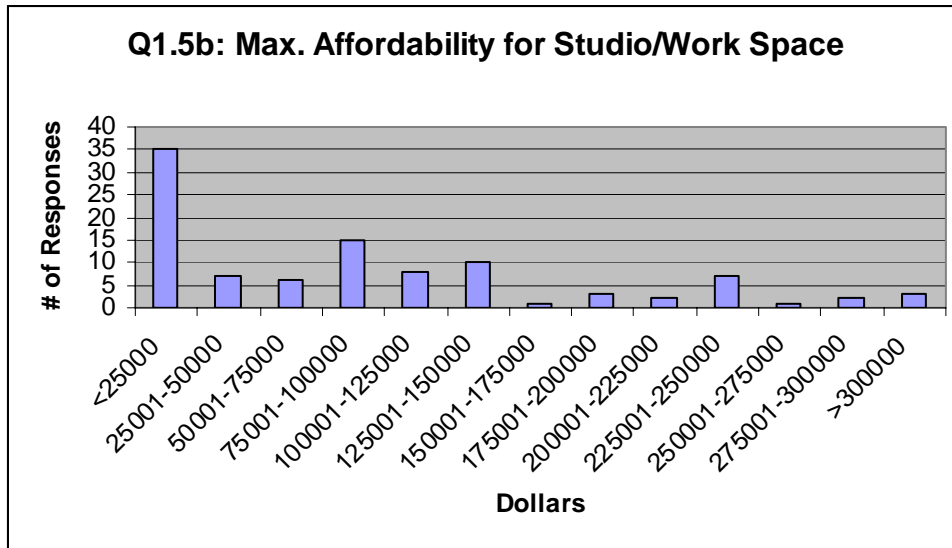
Figure 30 Rent/Rent to Own/Own/Other Preference



Var. #	Var.	Responses	% Responses
1	Rent	37	30%
2	Rent to Own	30	25%
3	Own	54	44%
4	Other	1	1%
	N	122	
	N-Responses	30	

Q. 1.5b What is the maximum amount that you could afford to buy property for combined live/work space?

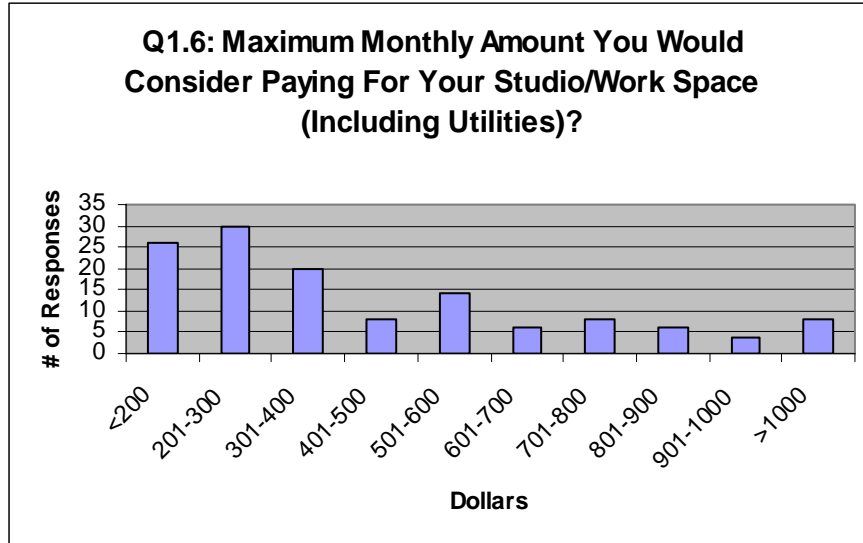
Figure 31 Maximum Affordability for Studio/Work Space



Response Interval	Frequency	Percentage
<25000	35	35.00%
25001-50000	7	7.00%
50001-75000	6	6.00%
75001-100000	15	15.00%
100001-125000	8	8.00%
125001-150000	10	10.00%
150001-175000	1	1.00%
175001-200000	3	3.00%
200001-225000	2	2.00%
225001-250000	7	7.00%
250001-275000	1	1.00%
>300000	3	3.00%
N	100	
N-Responses	52	
Max.	\$2,000,000	
Min.	\$0	
Average	\$113,581	
Std. Dev.	214553.97	

Q. 1.6 What is the maximum monthly amount you would consider paying for your studio/work space (including utilities)?

Figure 32 Maximum Monthly Amount you Would Pay for Studio/Work Space

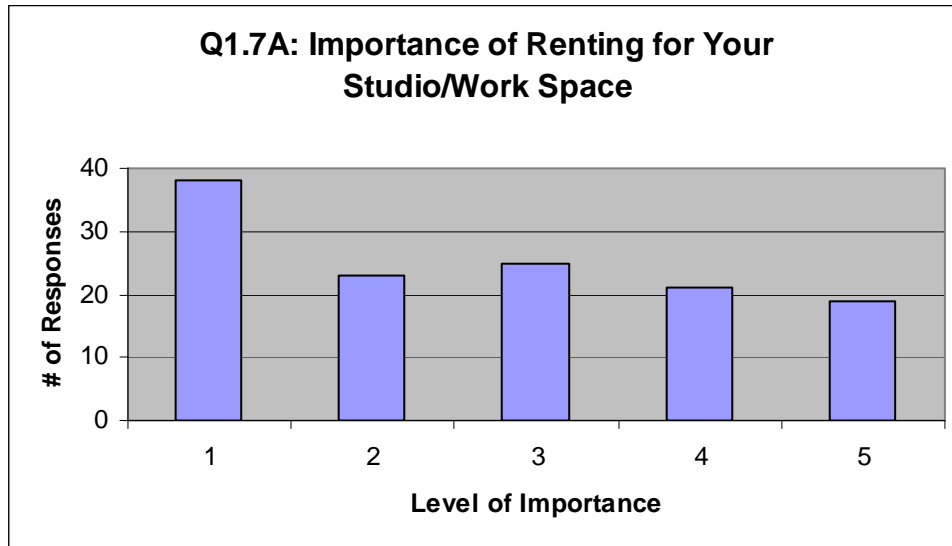


Var. #	Var.	Responses	% Responses
1	<200	26	20%
2	201-300	30	23%
3	301-400	20	15%
4	401-500	8	6%
5	501-600	14	11%
6	601-700	6	5%
7	701-800	8	6%
8	801-900	6	5%
9	901-1000	4	3%
10	>1001	8	6%
	N	130	
	N-Responses	22	

Q. 1.7 Please rank, by importance, the following scenarios for your studio/work space:

A. Renting:

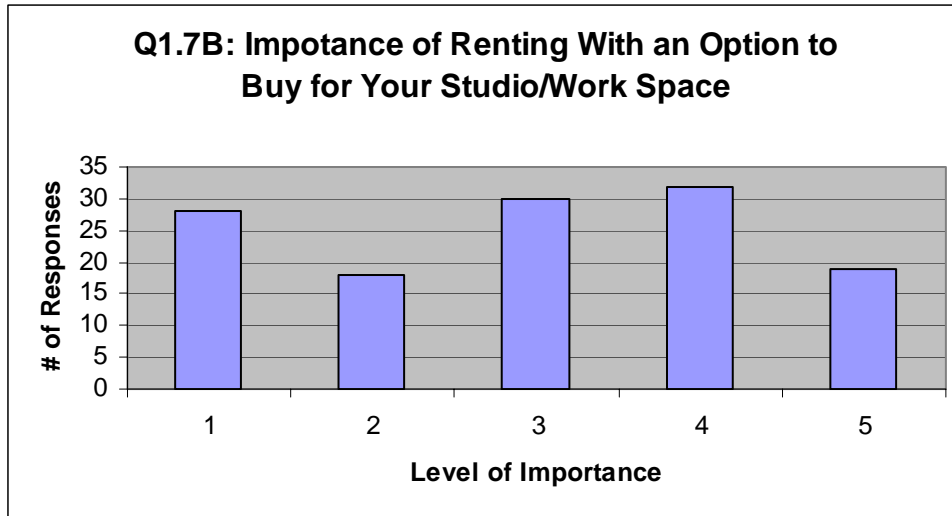
Figure 33 Importance of Renting Studio/Work Space



Var. #	Responses	% Responses
1	38	30%
2	23	18%
3	25	20%
4	21	17%
5	19	15%
N	126	
N-Responses	26	

B. Renting with an option to buy:

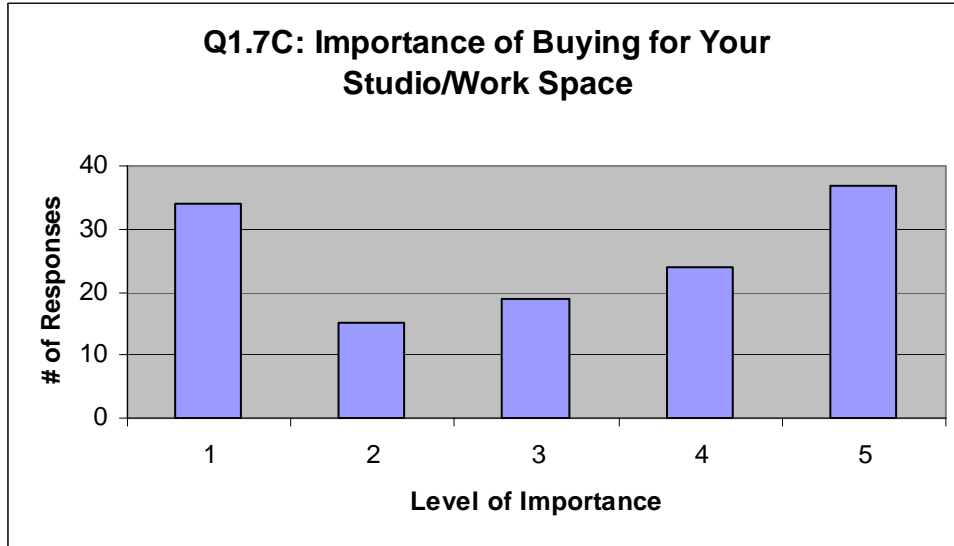
Figure 34 Importance of Renting With an Option to Buy Studio/Work Space



Var. #	Responses	% Responses
1	28	22%
2	18	14%
3	30	24%
4	32	25%
5	19	15%
N	127	
N-Responses	25	

Buy:

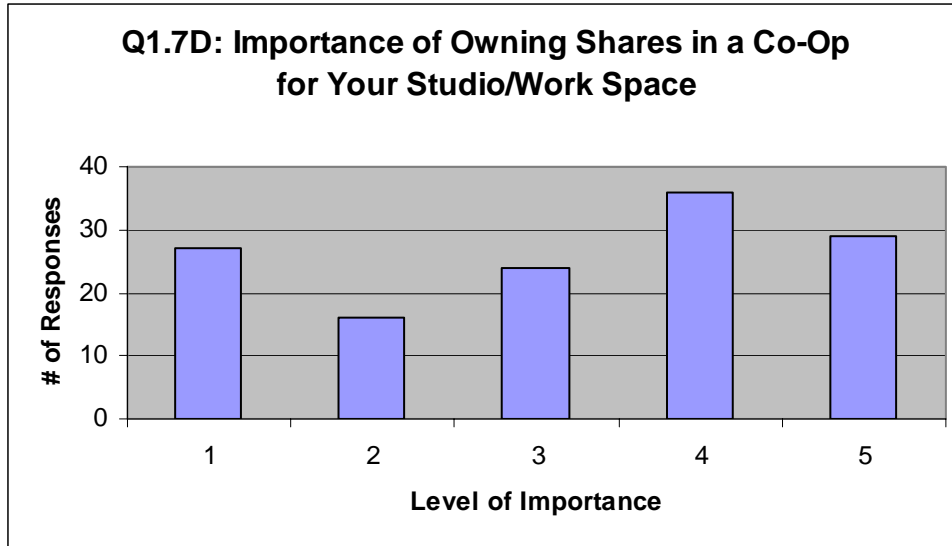
Figure 35 Importance of Buying Your Studio/Work Space



Var. #	Responses	% Responses
1	34	26%
2	15	12%
3	19	15%
4	24	19%
5	37	29%
N	129	
N-Responses	23	

Owning shares in a co-op with other artists:

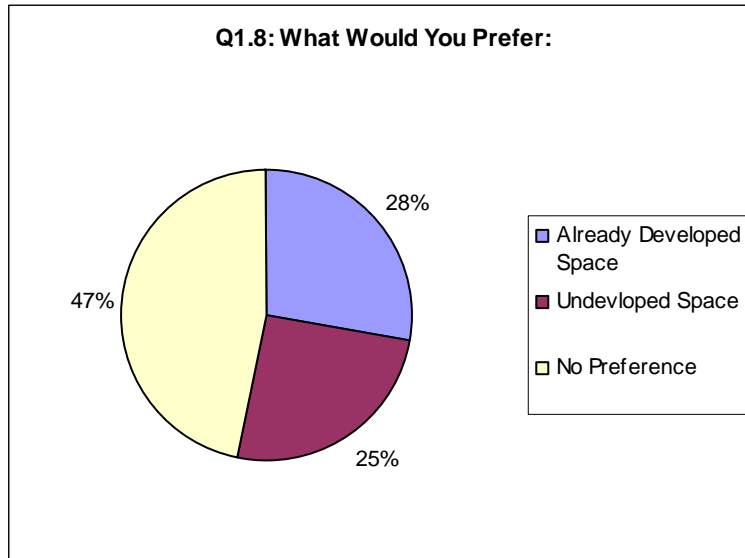
Figure 36 Importance of Owning Shares in a Co-Op for Studio/Work Space



Var. #	Responses	% Responses
1	27	21%
2	16	12%
3	24	18%
4	36	27%
5	29	22%
N	132	
N-Responses	20	

Q. 1.8 Which would you prefer:

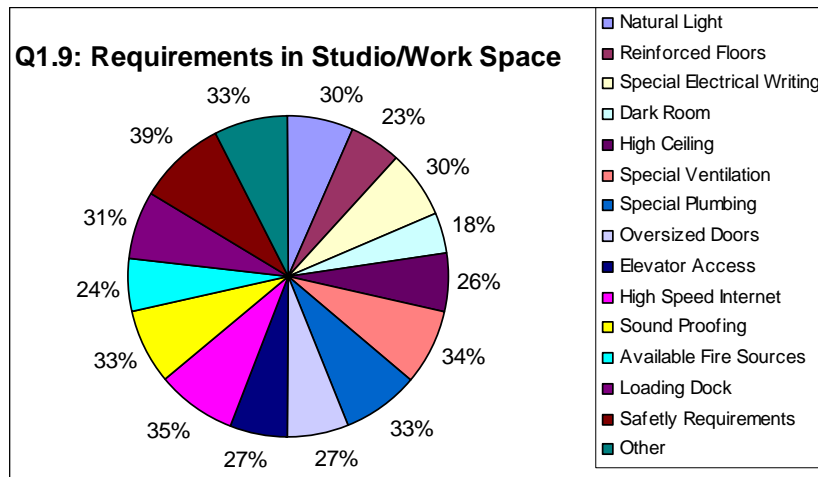
Figure 37 Developed, Undeveloped, or No Preference



Var. #	Var.	Responses	% Responses
1	Already Developed Space	41	28%
2	Undeveloped Space	37	25%
3	No Preference	69	47%
	N	147	
	N-Responses	5	

Q. 1.9 Please check all that you require in your studio/work space:

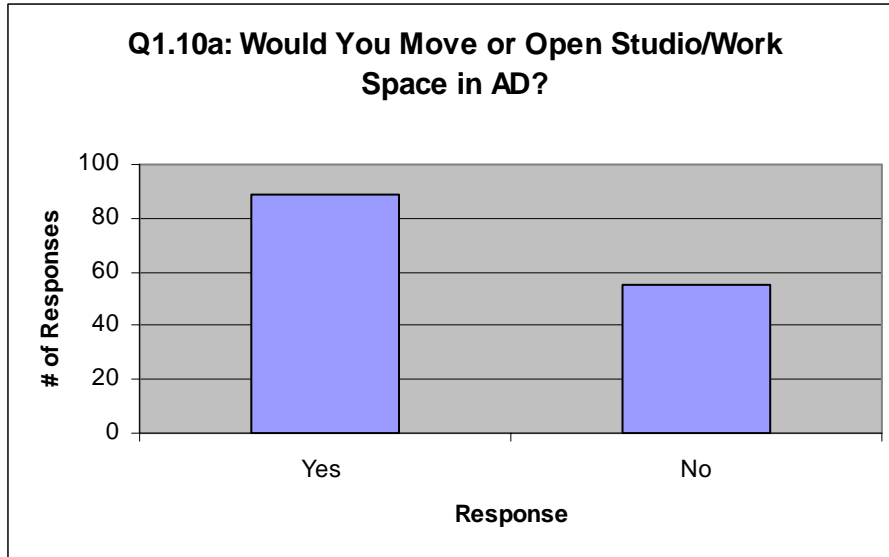
Figure 38 Pie Requirements in Studio/Work Space



Var.	% Responses	Responses
Natural Light	30%	45
Reinforced Floors	23%	34
Special Electrical Writing	30%	45
Dark Room	18%	27
High Ceiling	26%	39
Special Ventilation	34%	51
Special Plumbing	33%	50
Oversized Doors	27%	41
Elevator Access	27%	40
High Speed Internet	35%	53
Sound Proofing	33%	49
Available Fire Sources	24%	36
Loading Dock	31%	46
Safety Requirements	39%	59
Other	33%	50
Total	665	
N	150	
N-Responses	2	

Q. 1.10a Would you move or open studio/work space in the Worcester Arts District?

Figure 39 Would You Move or Open Studio/Work Space in the Arts District

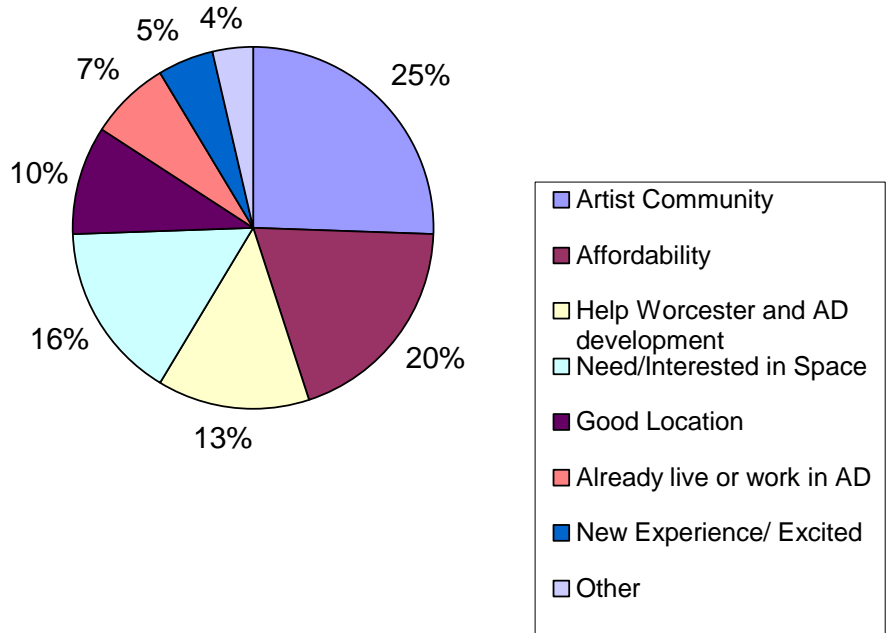


Var.	Responses	% Responses
Yes	89	62%
No	55	38%
N	144	
N-Responses	8	

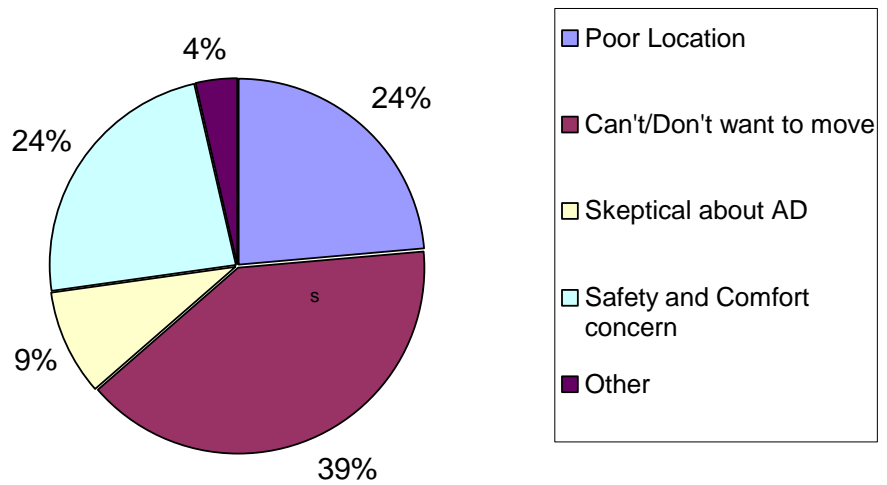
Q. 1.10b Explain why or why not:

Figure 40 Why you Would and Would Not Move to the Arts District

Q1.10b: Why?



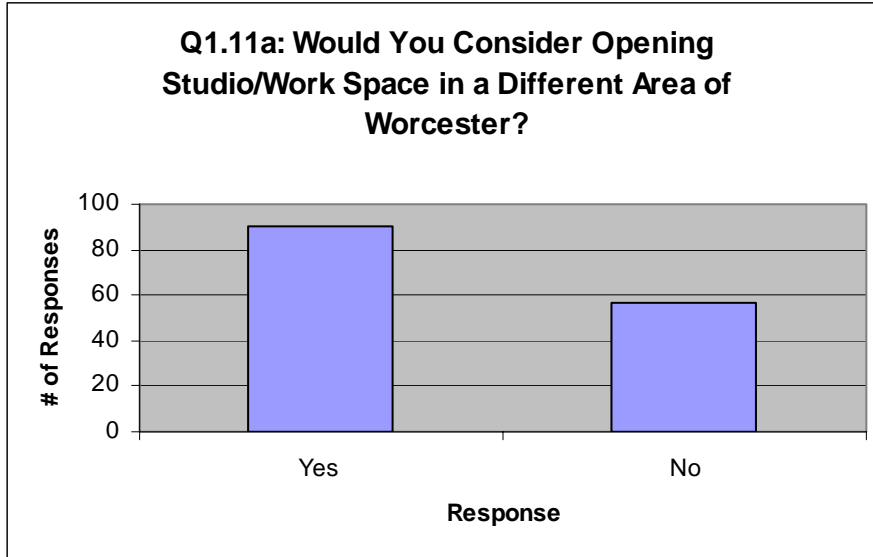
Q1.10b: Why Not?



Category	Total #	Percentage
Positive	82	52.56%
Artist Community	21	25.61%
Affordability	16	19.51%
Help Worcester and AD development	11	13.41%
Need/Interested in Space	13	15.85%
Good Location	8	9.76%
Already live or work in AD	6	7.32%
New Experience/ Excited	4	4.88%
Other	3	3.66%
Negative	55	35.26%
Poor Location	13	23.64%
Can't/Don't want to move	22	40.00%
Skeptical about AD	5	9.09%
Safety and Comfort concern	13	23.64%
Other	2	3.64%
Indifferent	19	12.18%
Total	156	100.00%
N	148	
N-Responses	4	

Q. 1.11 Would you consider opening studio/work space in a different area of Worcester?

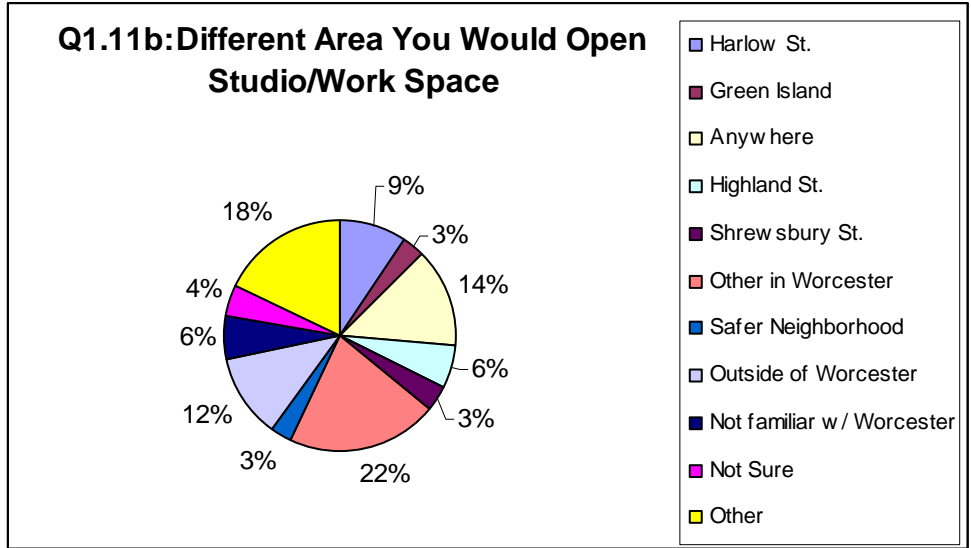
Figure 41 Consideration of Opening Studio/Work Space in Area other than Worcester



Var. #	Var.	Responses	% Responses
2	Yes	90	61%
1	No	57	39%
	N	147	
	N-Responses	5	

Q. 1.11b If yes, please list geographic area of interest

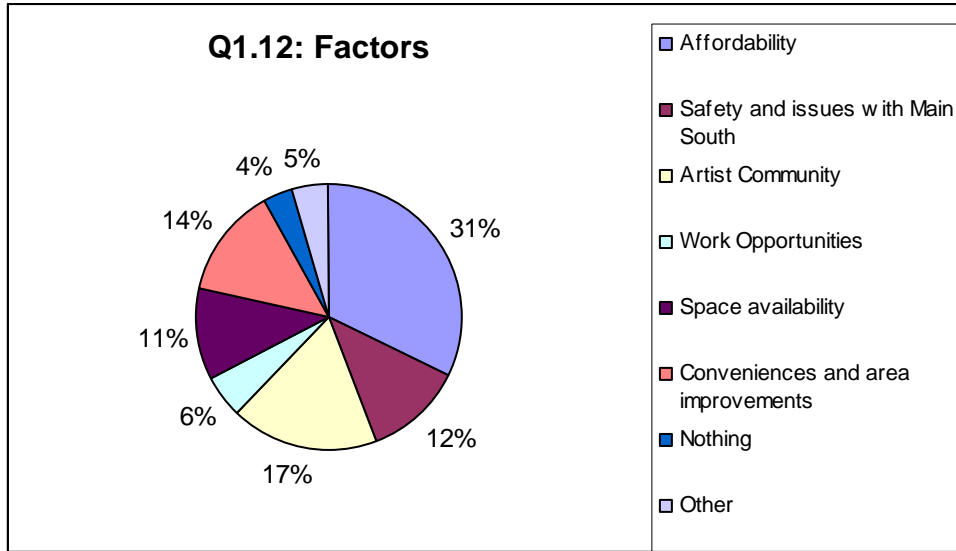
Figure 42 Different Areas You Would Open Studio/Work Space



Category	Total #	Percentage
Harlow St.	9	9.47%
Green Island	3	3.16%
Anywhere	13	13.68%
Highland St.	6	6.32%
Shrewsbury St.	3	3.16%
Other in Worcester	20	21.05%
Safer Neighborhood	3	3.16%
Outside of Worcester	11	11.58%
Not familiar w/ Worcester	6	6.32%
Not Sure	4	4.21%
Other	17	17.89%
Total	95	100.00%
N	92	
N-Responses	60	

Q. 1.12 What factors would encourage you to open studio/work space in the Worcester Arts District?

Figure 43 Factors that Would Encourage Openings of Studio/Work Space in the Arts District

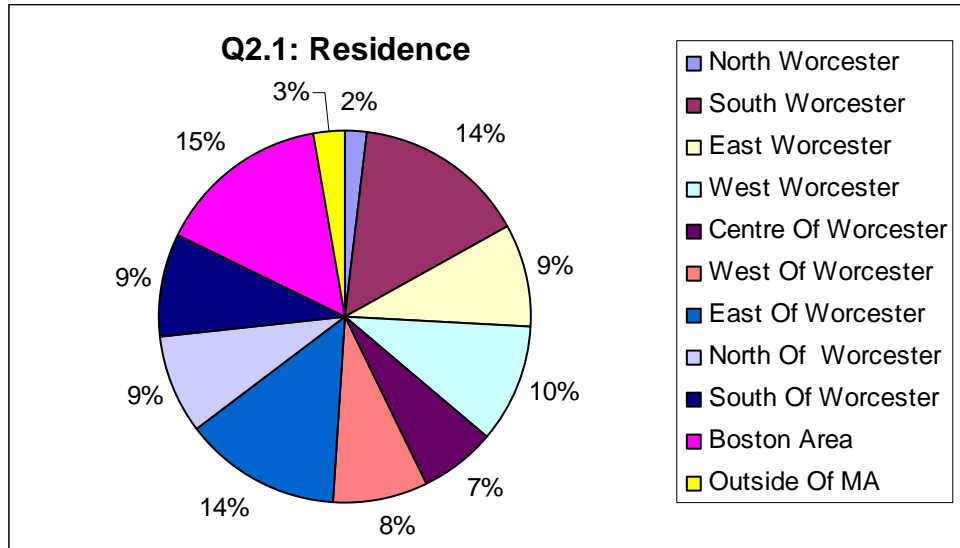


Category	Total #	Percentage
Affordability	64	32.16%
Safety and issues with Main South	24	12.06%
Artist Community	35	17.59%
Work Opportunities	11	5.53%
Space availability	22	11.06%
Conveniences and area improvements	27	13.57%
Nothing	7	3.52%
Other	9	4.52%
Total	199	100.00%
N	143	
N-Responses	9	

4.2.1.2 Section 2: Home

Q. 2.1 Where do you live?

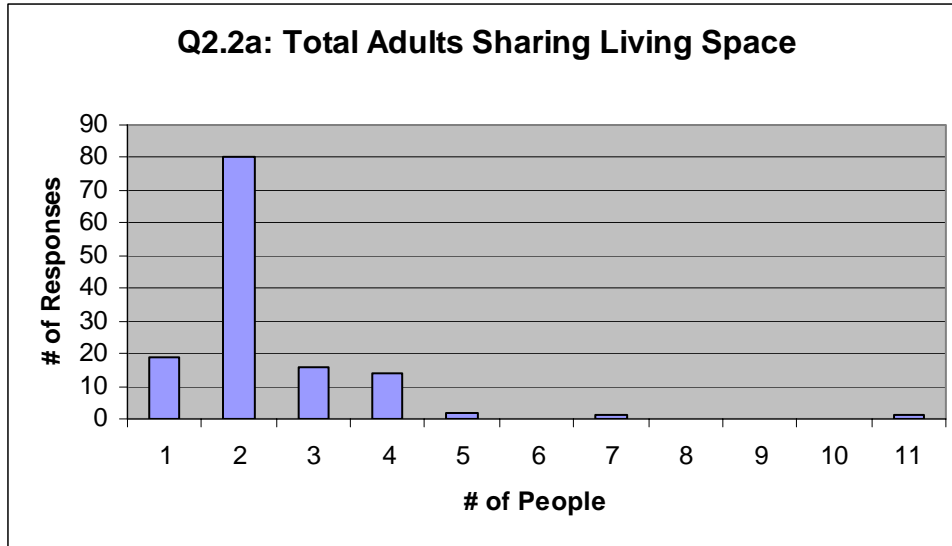
Figure 44 Residence



Var.	Responses	% Responses
North Worcester	3	2%
South Worcester	22	15%
East Worcester	13	9%
West Worcester	15	10%
Centre Of Worcester	10	7%
West Of Worcester	12	8%
East Of Worcester	20	14%
North Of Worcester	13	9%
South Of Worcester	13	9%
Boston Area	22	15%
Outside Of MA	4	3%
N	147	
N-Responses	5	

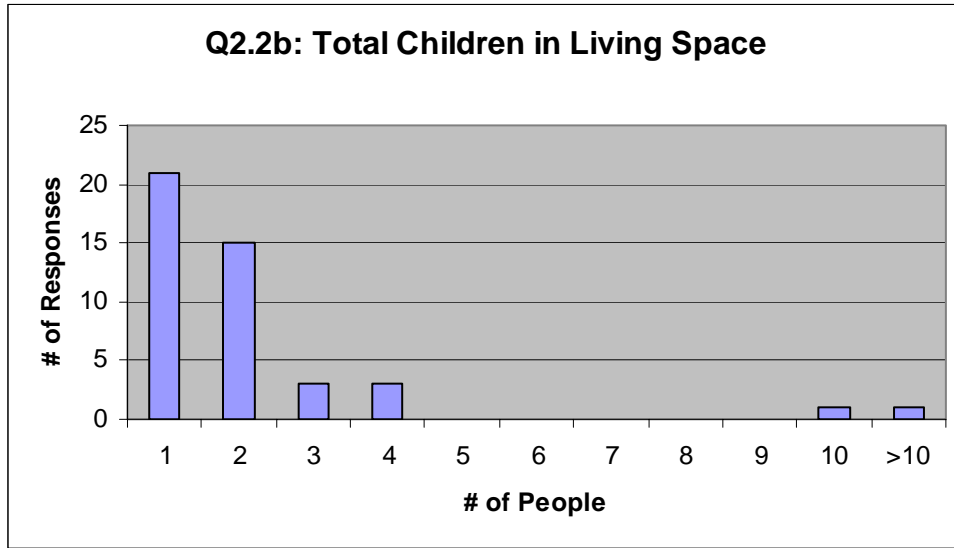
Q 2.2 How many people share your living space?

Figure 45 Total Adults Sharing Living Space



Var.	Responses	% Responses
1	19	14%
2	80	60%
3	16	12%
4	14	11%
5	2	2%
6	0	0%
7	1	1%
8	0	0%
9	0	0%
10	0	0%
11	1	1%
N	133	
N-Responses	24	
Max.	11	
Min.	0	
Average	2.1	
Std. Dev.	1.4	

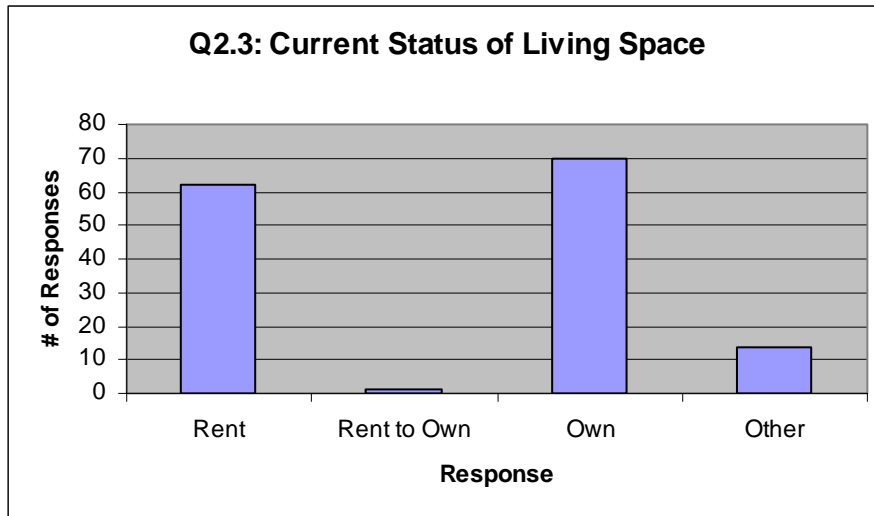
Figure 46 Total Children in Living Space



Var.	Responses	% Responses
1	21	48%
2	15	34%
3	3	7%
4	3	7%
5	0	0%
6	0	0%
7	0	0%
8	0	0%
9	0	0%
10	1	2%
>10	1	2%
N	44	
N-Responses	113	
Max.	24	
Min.	0	
Average	0.9	
Std. Dev.	2.5	

Q 2.3 Do you currently:

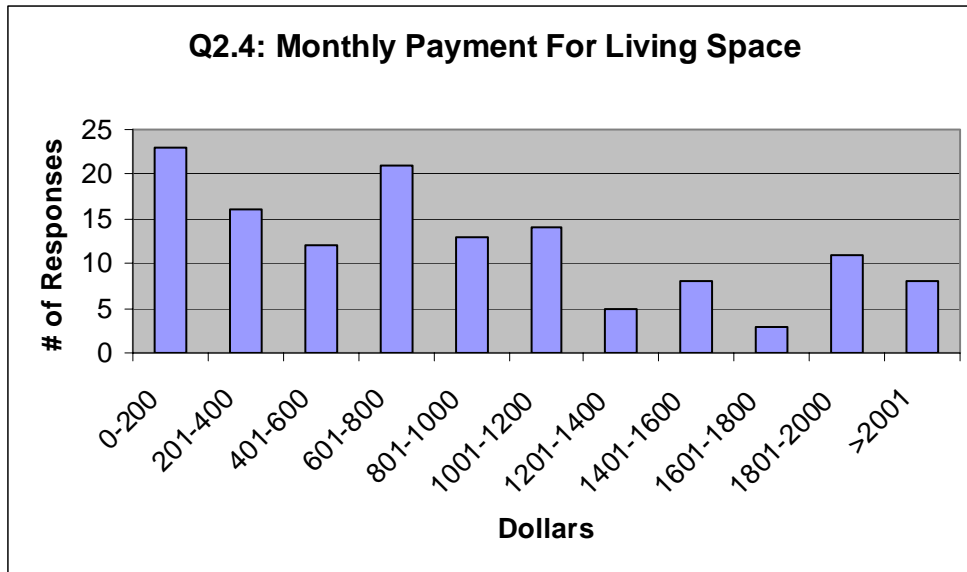
Figure 47 Current Status of Living Space



Var. #	Var.	Responses	% Responses
1	Rent	62	42%
2	Rent to Own	1	1%
3	Own	70	48%
4	Other	14	10%
	N	147	
	N-Responses	5	

Q. 2.4 How much do you pay monthly for this living space, including utilities?

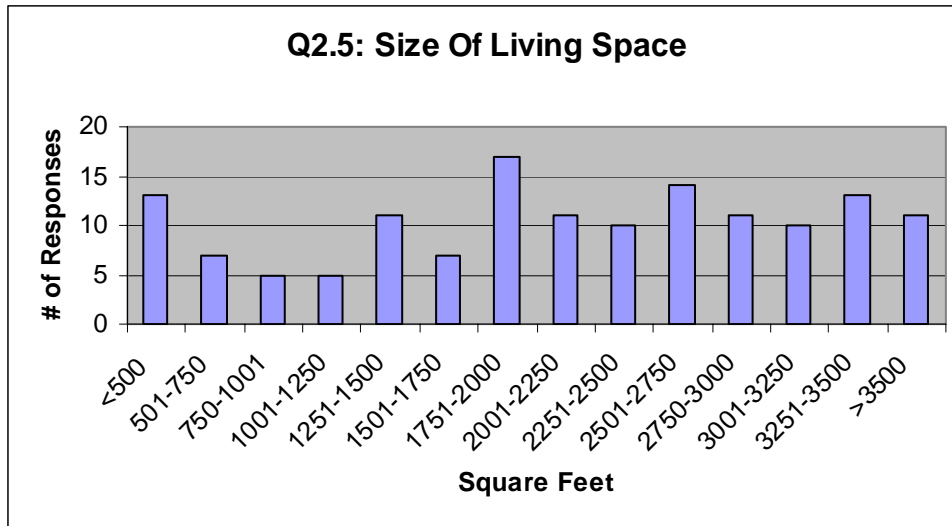
Figure 48 Monthly Payment for Living Space



Response Interval	Frequency	Percentage
0-200	23	17%
201-400	16	12%
401-600	12	9%
601-800	21	16%
801-1000	13	10%
1001-1200	14	10%
1201-1400	5	4%
1401-1600	8	6%
1601-1800	3	2%
1801-2000	11	8%
>2001	8	6%
N	134	
N-Response	23	
Max.	3500	
Min.	0	
Average	932.9	
Std. Dev.	739.5	

Q. 2.5 What is the size of the living space (in square feet)?

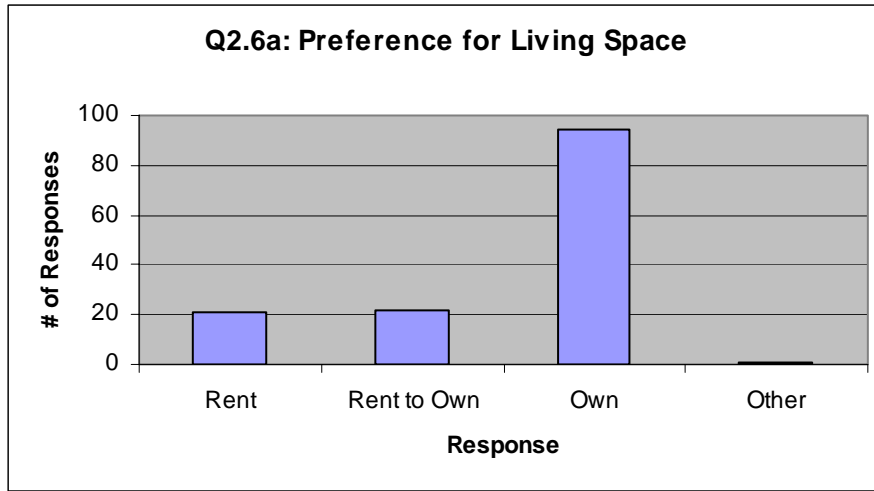
Figure 49 Size of Living Space



Var.	Responses	% Responses
<500	13	9%
501-750	7	5%
750-1001	5	3%
1001-1250	5	3%
1251-1500	11	8%
1501-1750	7	5%
1751-2000	17	12%
2001-2250	11	8%
2251-2500	10	7%
2501-2750	14	10%
2750-3000	11	8%
3001-3250	10	7%
3251-3500	13	9%
>3500	11	8%
N	145	
N-Response	7	

Q. 2.6a Would you prefer to:

Figure 50 Preference for Living Space

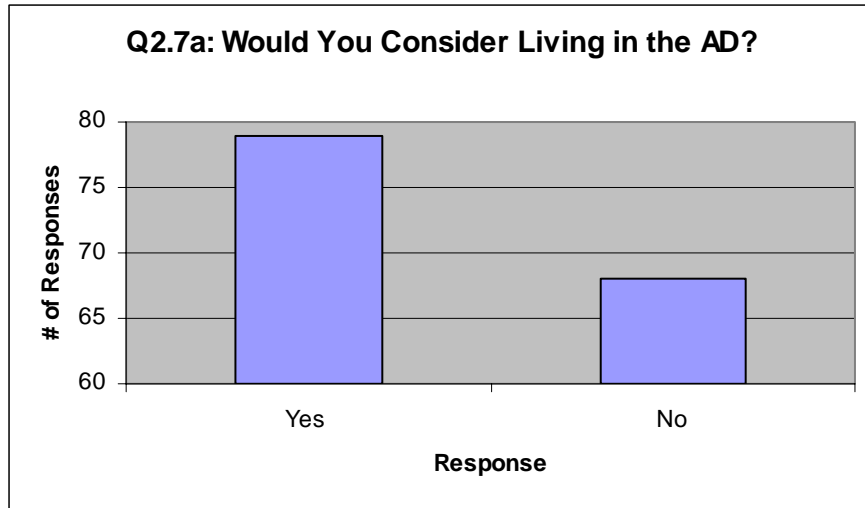


Var. #	Var.	Responses	% Responses
1	Rent	21	15%
2	Rent to Own	22	16%
3	Own	94	68%
4	Other	1	1%
	N	138	
	N-Responses	14	

**Q. 2.6b What is the maximum amount that you could afford to buy property for living space?
Missing Data**

Q. 2.7 Would you consider living in the Worcester Arts District?

Figure 51 Living in the Arts District Consideration

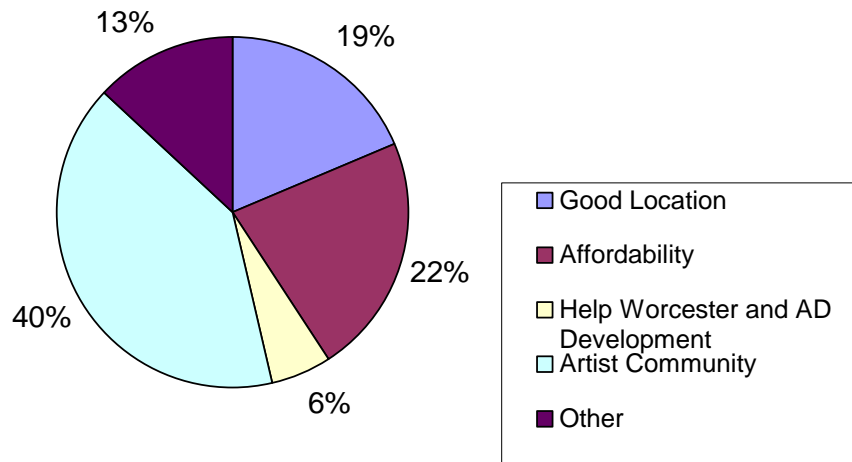


Var. #	Var.	Responses	% Responses
2	Yes	79	54%
1	No	68	46%
	N	147	
	N-Responses	5	

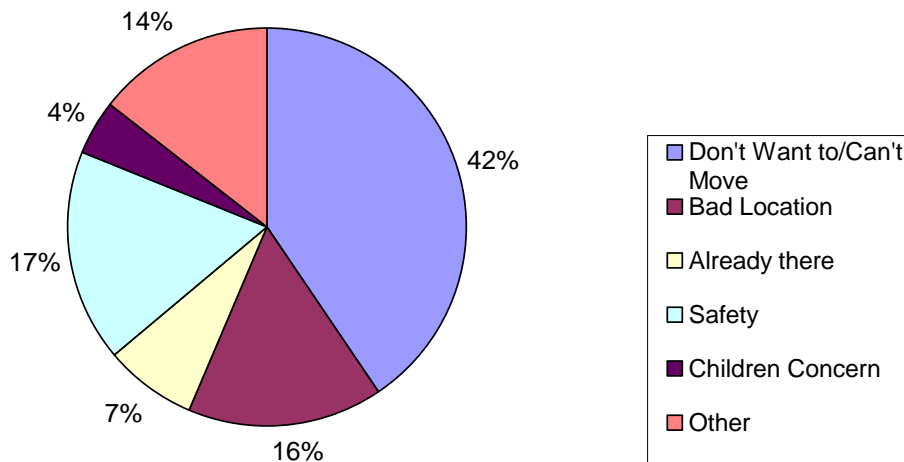
Q. 2.7b Explain why or why not:

Figure 52 Why and Why Not you Would Live in the Worcester Arts District

Q2.7b: Why?



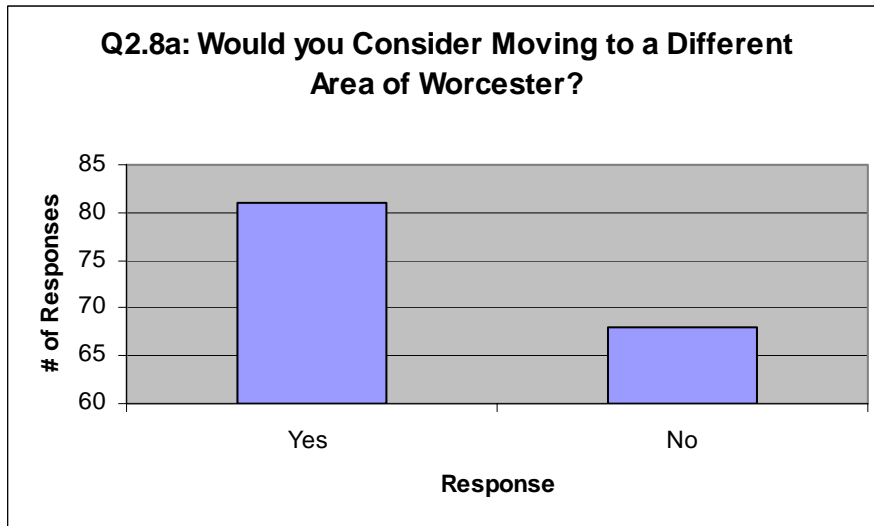
Q2.7b: Why Not?



Category	Total #	Percentage
Positive	54	40.00%
Good Location	10	18.52%
Affordability	12	22.22%
Help Worcester and AD Development	3	5.56%
Artist Community	22	40.74%
Other	7	12.96%
Negative	69	51.11%
Don't Want to/Can't Move	28	40.58%
Bad Location	11	15.94%
Already there	5	7.25%
Safety	12	17.39%
Children Concern	3	4.35%
Other	10	14.49%
Undecided	12	8.89%
Total	135	100.00%
N	144	
N-Responses	8	

Q. 2.8 Would you consider moving to a different area of Worcester?

Figure 53 Moving to a Different Area of Worcester Consideration

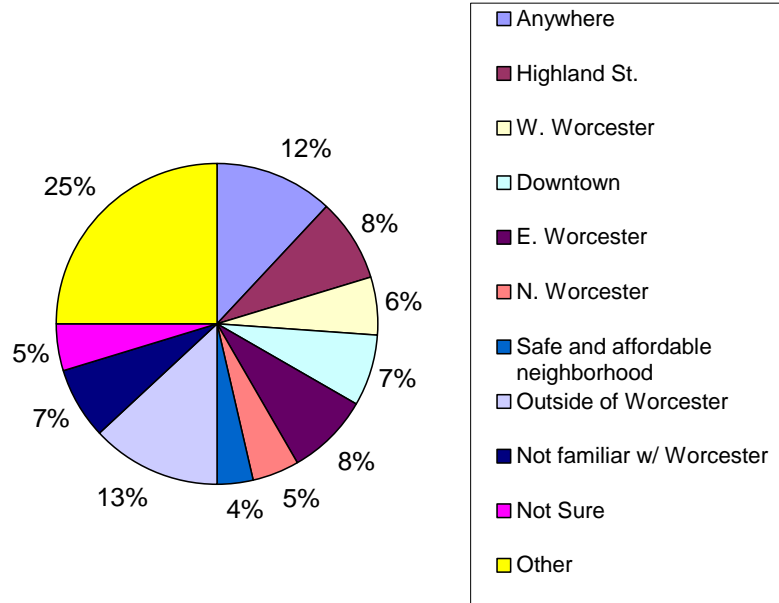


Var. #	Var.	Responses	% Responses
2	Yes	81	54%
1	No	68	46%
	N	149	
	N-Responses	3	

Q. 2.8b If yes, please list geographic area of interest

Figure 54 Other Areas of Interest to Live in Worcester

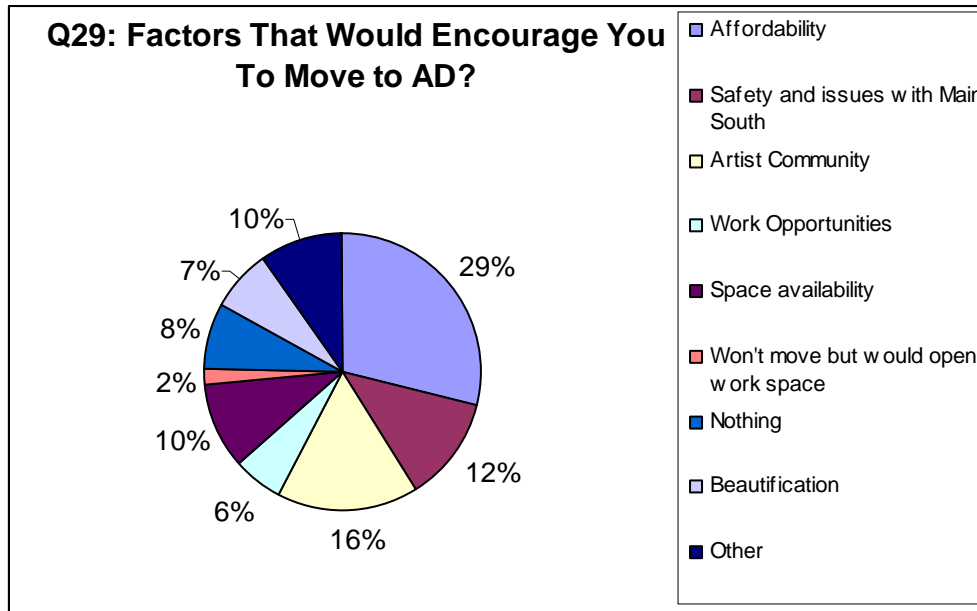
Q2.8b:Moving to a Different Area of Worcester



Category	Total #	Percentage
Anywhere	10	11.90%
Highland St.	7	8.33%
W. Worcester	5	5.95%
Downtown	6	7.14%
E. Worcester	7	8.33%
N. Worcester	4	4.76%
Safe and affordable neighborhood	3	3.57%
Outside of Worcester	11	13.10%
Not familiar w/ Worcester	6	7.14%
Not Sure	4	4.76%
Other	21	25.00%
Total	84	100.00%
N	73	
N-Responses	79	

Q. 2.9 What factors would encourage you to move to the Worcester Arts District?

Figure 55 Factors that Would Encourage Peopel to Move to the Arts District



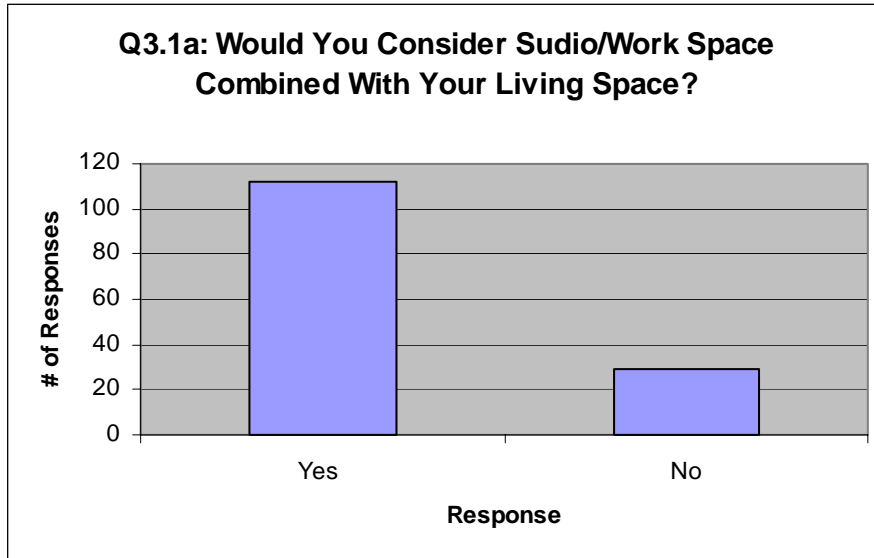
Category	Total #	Percentage
Affordability	51	29%
Safety and issues with Main South	22	12%
Artist Community	29	16%
Work Opportunities	10	6%
Space availability	18	10%
Won't move but would open work space	3	2%
Nothing	14	8%
Beautification	13	7%
Other	17	10%
Total	177	100%
N	145	
N-Responses	7	

4.2.1.3 Section 3: Live/Work Space

Q. 3.1 Which scenarios would you consider?

A. Studio/work space combined with your living space:

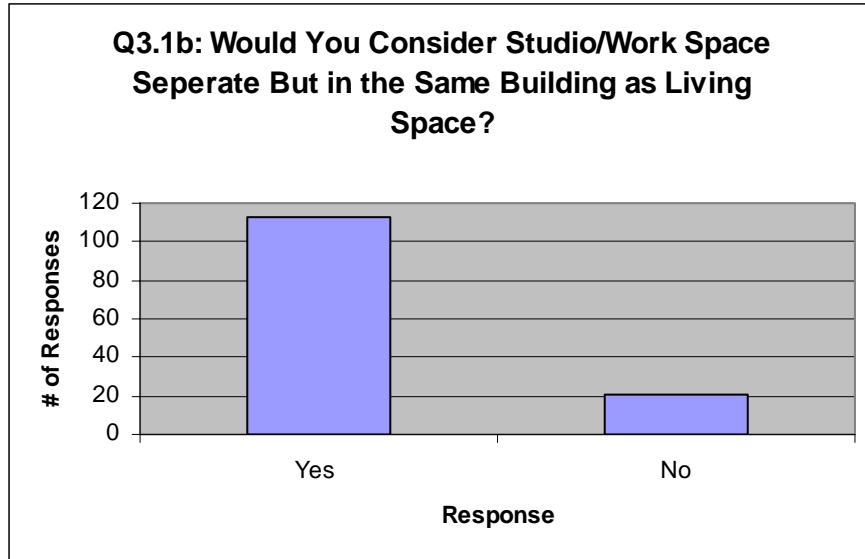
Figure 56 Would You Consider Studio/Work Space Combined with Living Space



Var. #	Var.	Responses	% Responses
2	Yes	112	79%
1	No	29	21%
	N	141	
	N-Responses	11	

B. Studio/work space separate, but in the same building as living space:

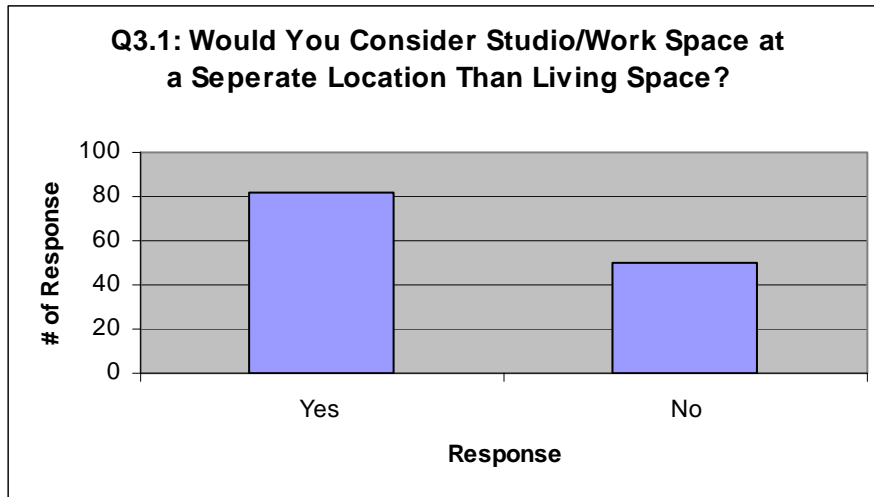
Figure 57 Consideration of Having Studio/Work Space Separate but Within Same Building



Var. #	Var.	Responses	% Responses
2	Yes	113	84.33%
1	No	21	15.67%
	N	134	
	N-Responses	18	

C. Studio/work space at a separate location than living space:

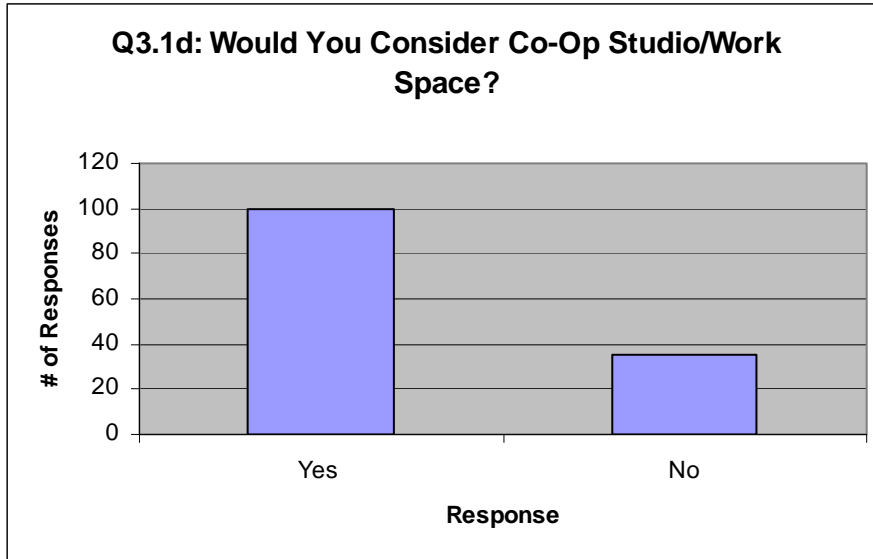
Figure 58 Would You Consider Studio/Work Space at a Separate Location than Living Space



Var. #	Var.	Responses	% Responses
2	Yes	82	62%
1	No	50	38%
	N	132	
	N-Responses	20	

D. Cooperative studio/work space in the same building with other artists:

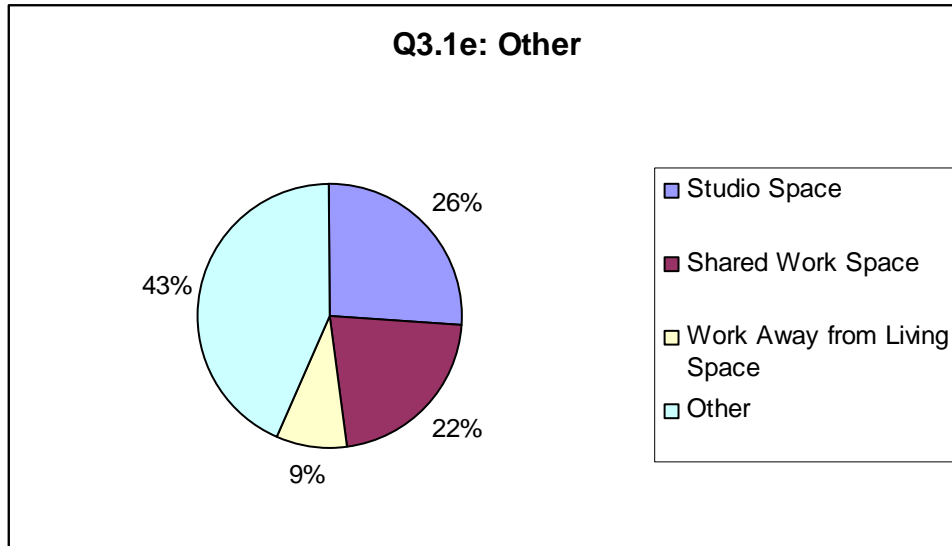
Figure 59 Co-Op Studio/Work Space Consideration



Var. #	Var.	Responses	% Responses
2	Yes	100	74%
1	No	35	26%
	N	135	
	N-Responses	17	

Other:

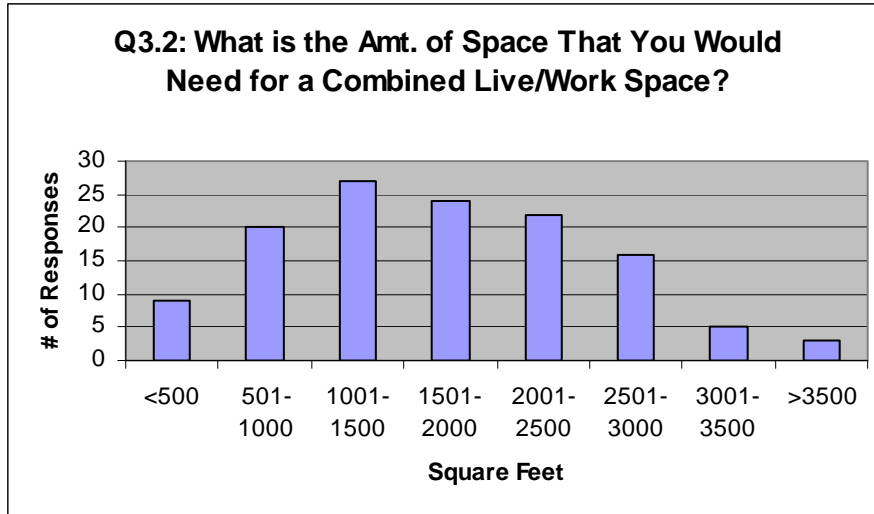
Figure 60 Studio, Shared Work, Work Away from Living, and Other Responses



Category	Total #	Percentage
Studio Space	6	26%
Shared Work Space	5	22%
Work Away from Living Space	2	9%
Other	10	43%
Total	23	100%
N	35	
N-Responses	117	

Q. 3.2 What is the amount of space that you would need for a combined live/work space in square feet)?

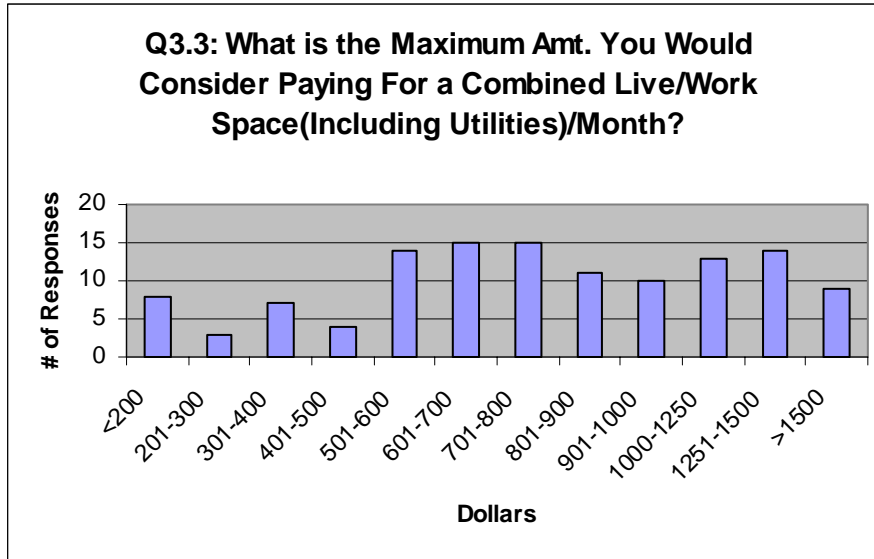
Figure 61 Amount of Space Needed for Combined Live/Work Space



Var. #	Var.	Responses	% Responses
1	<500	9	7%
2	501-1000	20	16%
3	1001-1500	27	21%
4	1501-2000	24	19%
5	2001-2500	22	17%
6	2501-3000	16	13%
7	3001-3500	5	4%
8	>3500	3	2%
	N	126	
	N-Responses	26	

Q. 3.3 What is the maximum amount you would consider paying for a combined live/work space (including utilities) per month?

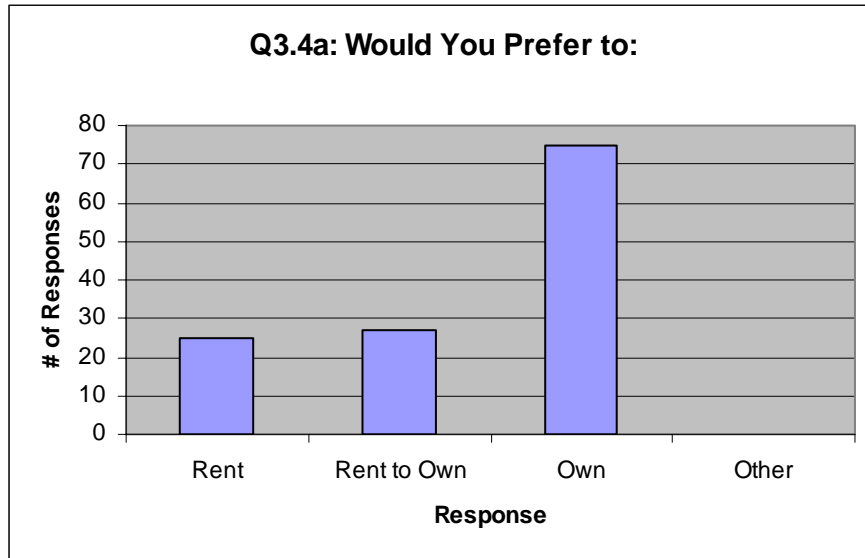
Figure 62 Maximum Amount You Would Consider Paying for Combined Live/Work Space



Var. #	Var.	Responses	% Responses
1	<200	8	7%
2	201-300	3	2%
3	301-400	7	6%
4	401-500	4	3%
5	501-600	14	11%
6	601-700	15	12%
7	701-800	15	12%
8	801-900	11	9%
9	901-1000	10	8%
10	1000-1250	13	11%
11	1251-1500	14	11%
12	>1500	9	7%
	N	123	
	N-Responses	29	

Q. 3.4a Would you prefer:

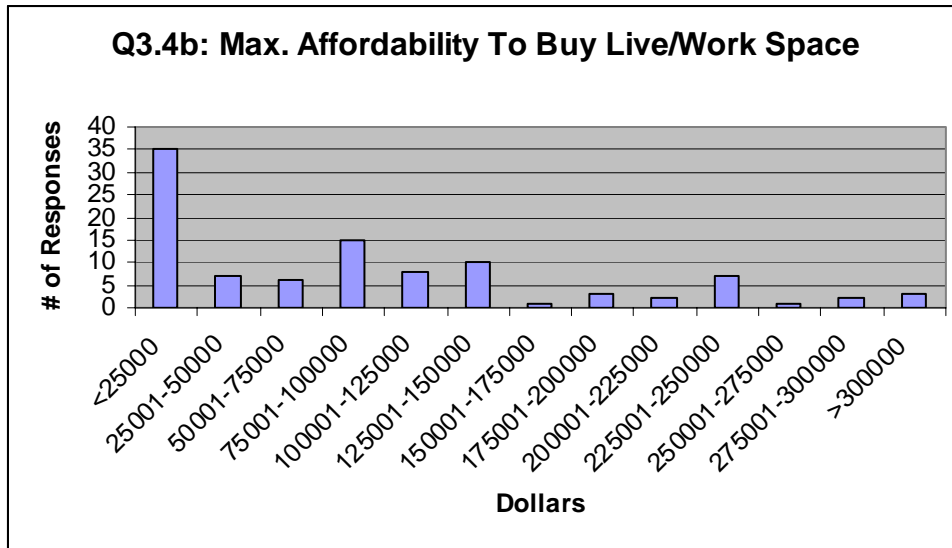
Figure 63 Rent/Rent to Own/Own/Other Responses form Live/Work Space



Var. #	Var.	Responses	% Responses
1	Rent	25	20%
2	Rent to Own	27	21%
3	Own	75	59%
4	Other	0	0%
	N	127	
	N-Responses	25	

Q. 3.4b What is the maximum amount that you could afford to buy property for living space?

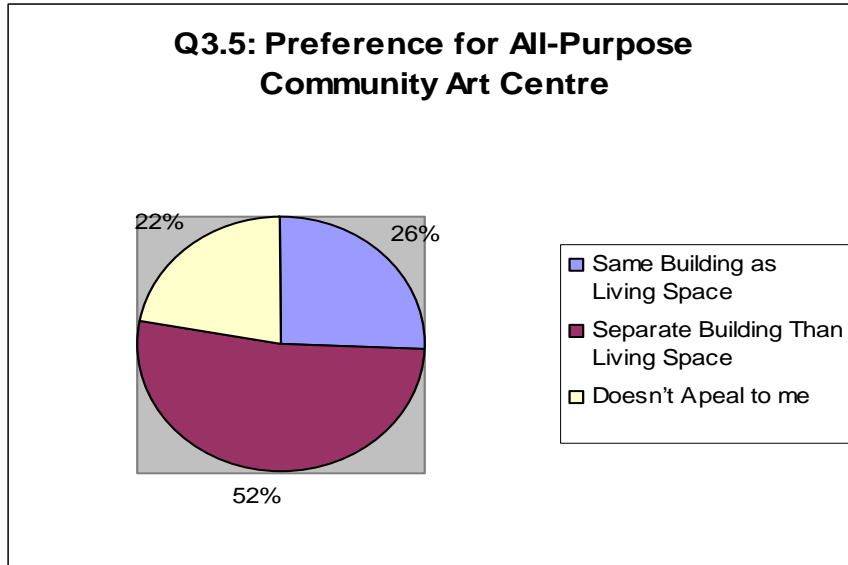
Figure 64 Maximum Affordability to Buy Live/Work Space



Response Interval	Frequency	Percentage
<25000	24	27.59%
25001-50000	5	5.75%
50001-75000	5	5.75%
75001-100000	10	11.49%
100001-125000	4	4.60%
125001-150000	11	12.64%
150001-175000	2	2.30%
175001-200000	9	10.34%
200001-225000	1	1.15%
225001-250000	10	11.49%
250001-275000	0	0.00%
275001-300000	2	2.30%
>300000	4	4.60%
N	87	
N-Responses	65	
Max.	\$2,000,000	
Min.	\$0	
Average	\$148,605	
Std. Dev.	244482.531	

Q. 3.5 If there was an all-purpose community art center available to you, which would you prefer?

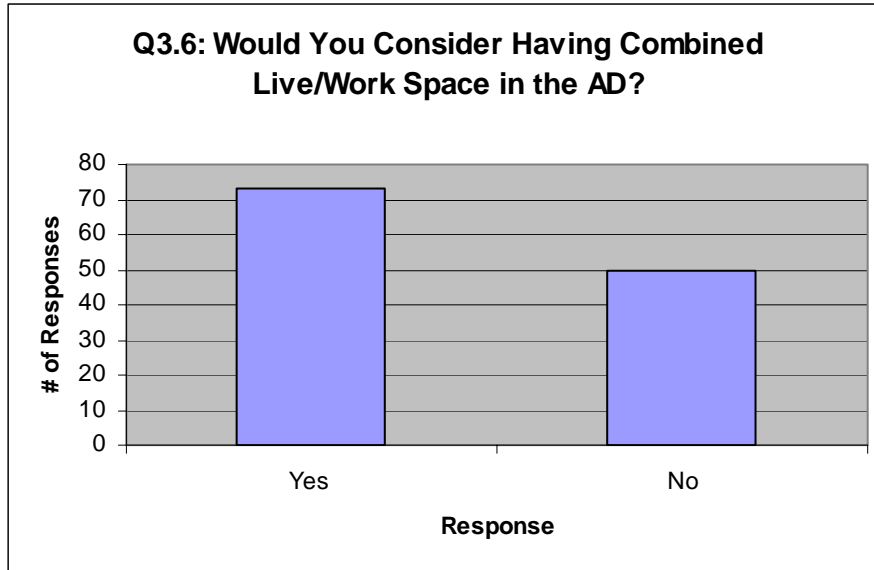
Figure 65 Preference for All-Purpose Community Art Center



Var. #	Var.	Responses	% Responses
1	Same Building as Living Space	37	26%
2	Separate Building Than Living Space	75	52%
3	Doesn't Appeal to me	32	22%
	N	144	
	N-Responses	8	

Q. 3.6 Would you consider having combined live/work space in the Worcester Arts District?

Figure 66 Having Combined Live/Work Space Consideration in the Arts District

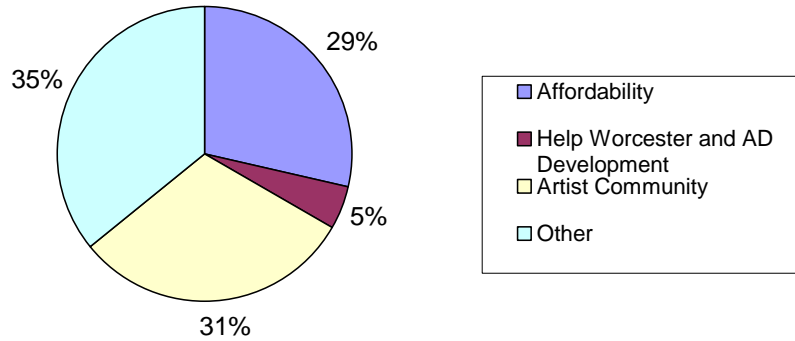


Var. #	Var.	Responses	% Responses
2	Yes	73	59%
1	No	50	41%
	N	123	
	N-Responses	29	

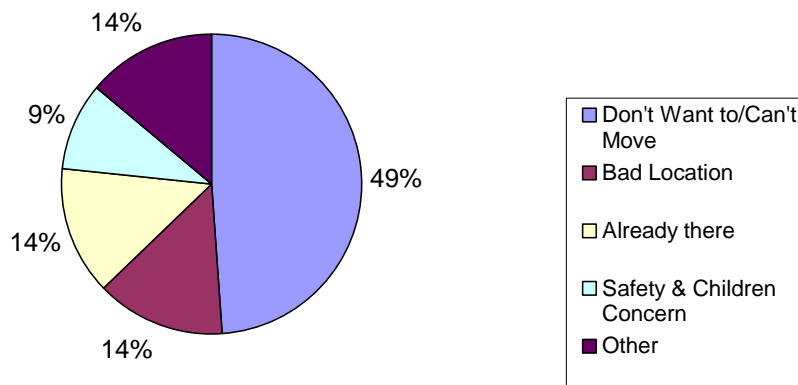
Q. 3.6b Explain why or why not:

Figure 67 Why and Why Not You Would Want Live/Work Space in the Arts District

Q3.6: Why?



Q3.6: Why Not?

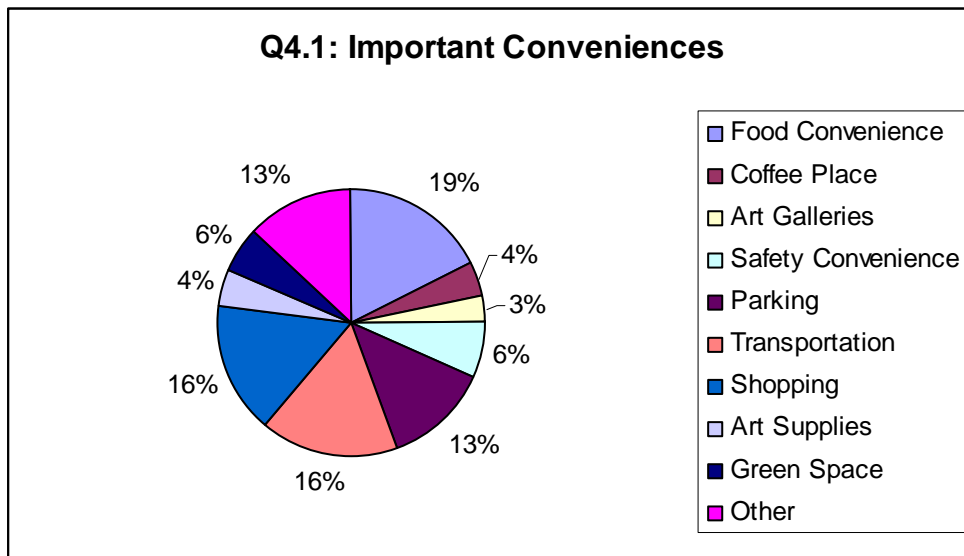


Category	Total #	Percentage
Positive	42	44.68%
Affordability	12	28.57%
Help Worcester and AD Development	2	4.76%
Artist Community	13	30.95%
Other	15	35.71%
Negative	43	45.74%
Don't Want to/Can't Move	21	48.84%
Bad Location	6	13.95%
Already there	6	13.95%
Safety & Children Concern	4	9.30%
Other	6	13.95%
Undecided	9	9.57%
Total	94	100.00%
N	113	
N-Responses	39	

4.2.1.4 Section 4: Short Answer Section

Q. 4.1 What conveniences (nearby shopping, transportation, etc.) would be most important to you in a live and/or work community?

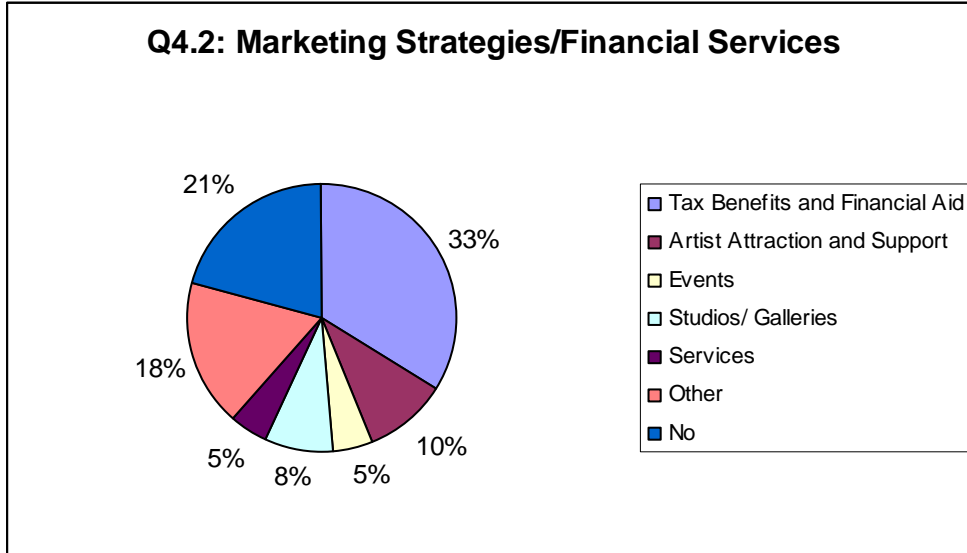
Figure 68 Important Conveniences



Category	Total #	Percentage
Food Convenience	60	18%
Coffee Place	14	4%
Art Galleries	11	3%
Safety Convenience	22	6%
Parking	44	13%
Transportation	55	16%
Shopping	55	16%
Art Supplies	15	4%
Green Space	19	6%
Other	44	13%
Total	339	100%
N	136	
N-Responses	16	

Q. 4.2 Are there any types of marketing strategies, financial services, or other support that would entice you to move to an Arts District in Worcester?

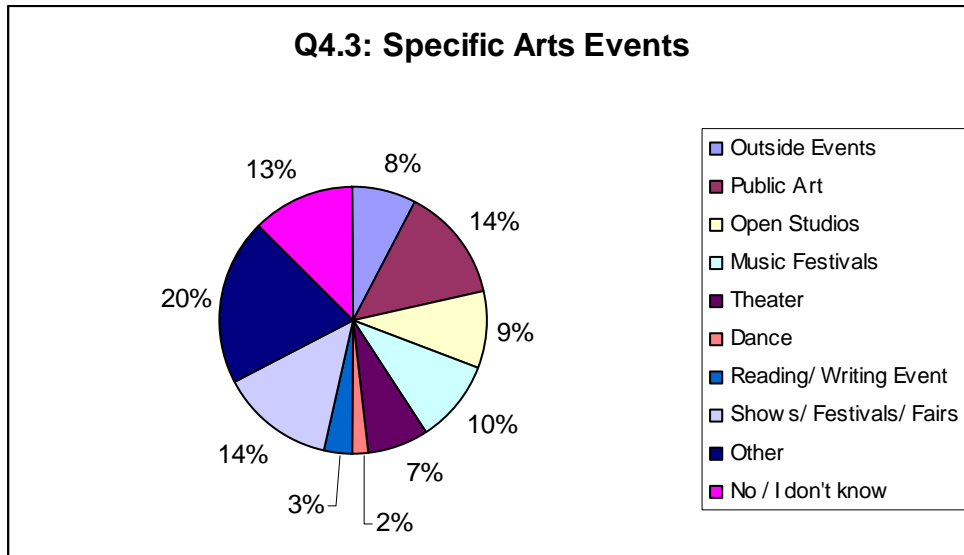
Figure 69 Marketing Strategies/Financial Services



Category	Total #	Percentage
Tax Benefits and Financial Aid	50	33.78%
Artist Attraction and Support	15	10.14%
Events	7	4.73%
Studios/ Galleries	12	8.11%
Services	7	4.73%
Other	26	17.57%
No	31	20.95%
Total	148	100.00%
N	135	
N-Responses		

Q. 4.3 Are there any specific arts events that you would like to see happen in the Worcester Arts District?

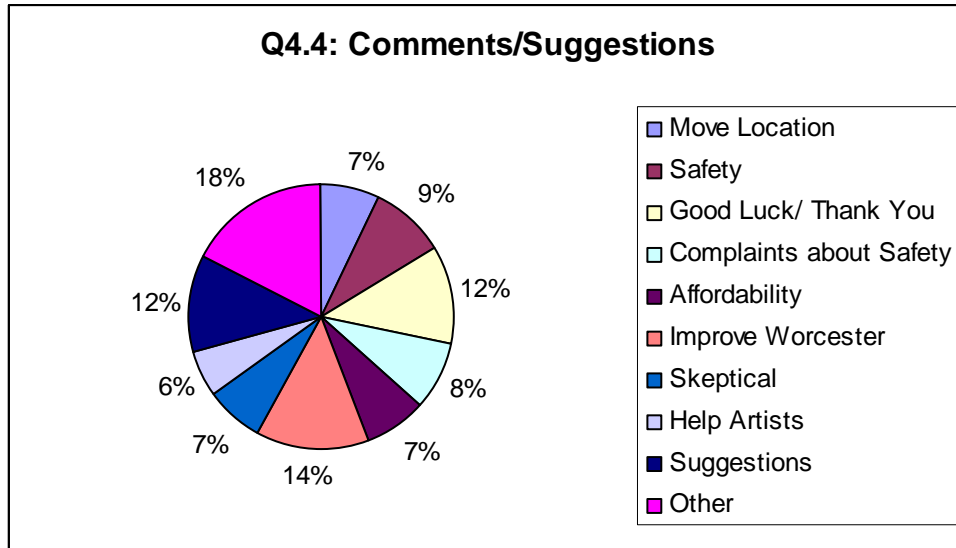
Figure 70 Specific Arts Events



Category	Total #	Percentage
Outside Events	12	7.89%
Public Art	21	13.82%
Open Studios	14	9.21%
Music Festivals	15	9.87%
Theater	11	7.24%
Dance	3	1.97%
Reading/ Writing Event	5	3.29%
Shows/ Festivals/ Fairs	21	13.82%
Other	31	20.39%
No / I don't know	19	12.50%
Total	152	100.00%
N	133	
N-Responses	19	

Q. 4.4 General Comments/Suggestions:

Figure 71 Comments/Suggestions

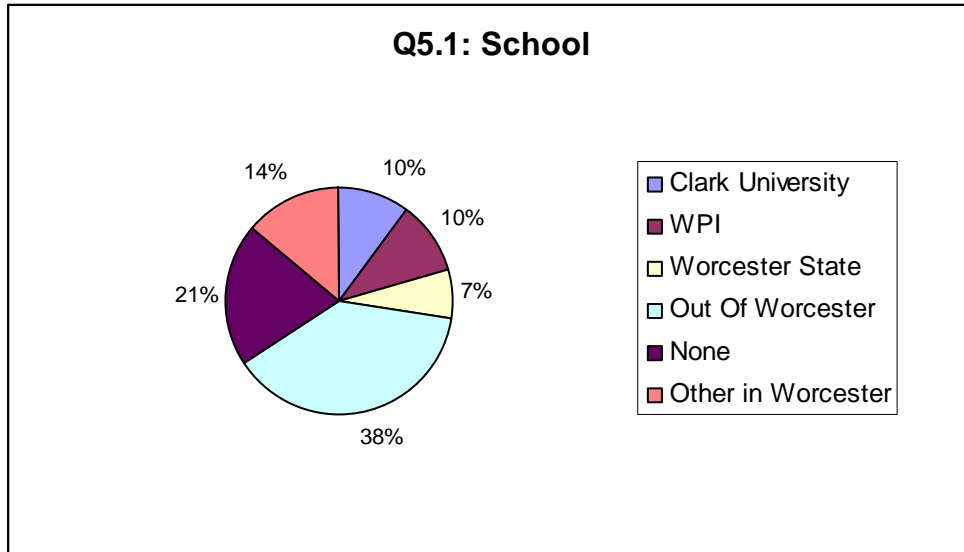


Category	Total #	Percentage
Move Location	8	7.34%
Safety	10	9.17%
Good Luck/ Thank You	13	11.93%
Complaints about Safety	9	8.26%
Affordability	8	7.34%
Improve Worcester	15	13.76%
Skeptical	8	7.34%
Help Artists	6	5.50%
Suggestions	13	11.93%
Other	19	17.43%
Total	109	100.00%
N	98	
N-Responses	54	

4.2.1.5 Section 5: (Optional) Student Section

Q. 5.1 What school do you attend?

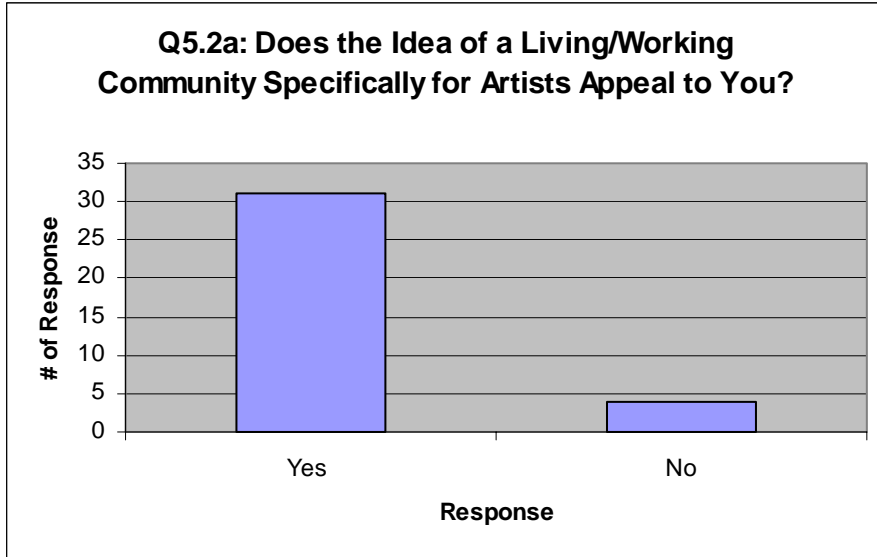
Figure 72 What School you Attend



Var.	Responses	%Response
Clark University	3	10%
WPI	3	10%
Worcester State	2	7%
Out Of Worcester	11	38%
None	6	21%
Other in Worcester	4	14%
N	29	
N-Responses	123	

Q. 5.2 Does the idea of a living/working community specifically for artists appeal to you?

Figure 73 "Does the Idea of a Living/Working Community for Artists Appeal to You?"

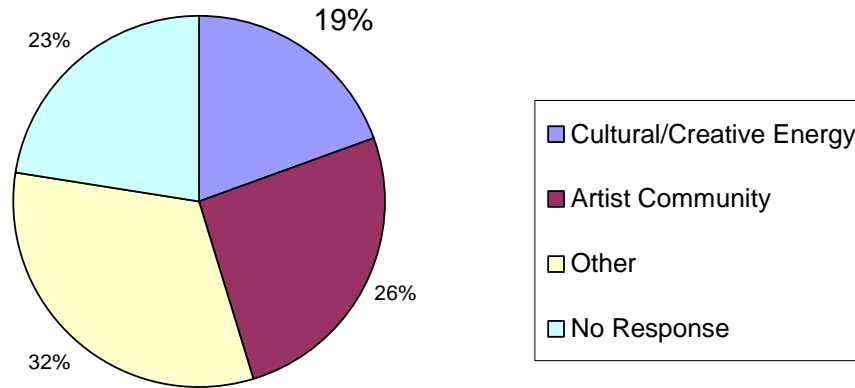


Var. #	Var.	Responses	% Responses
2	Yes	31	89%
1	No	4	11%
	N	35	
	N-Responses	117	

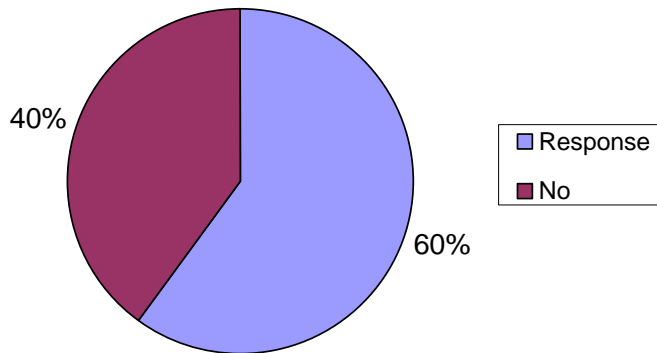
Q. 5.2b Explain why or why not:

Figure 74 Idea of a Work/Living Community in the Arts District

Q5.2b: Why?



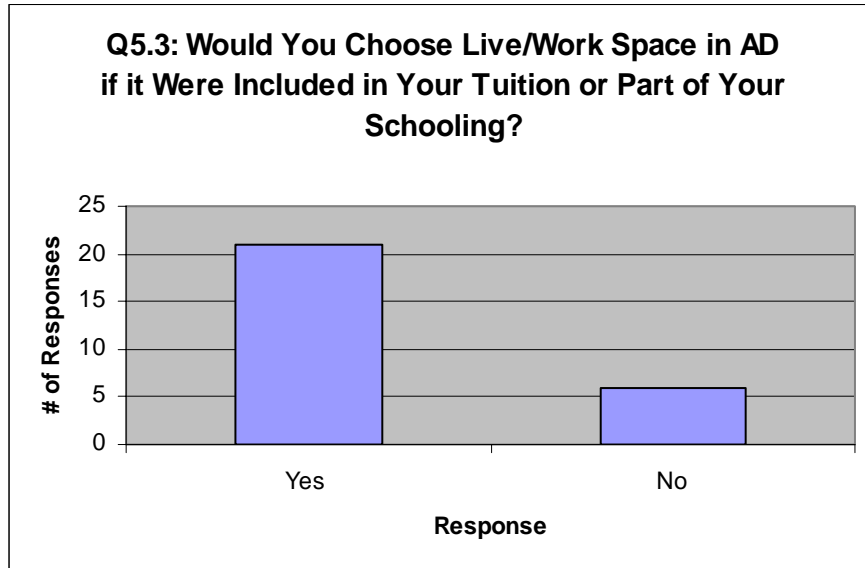
Q5.2b: Why Not?



Category	Total #	Percentage
Positive	31	86%
Cultural/Creative Energy	6	19%
Artist Community	8	26%
Other	10	32%
No Response	7	23%
Negative	5	14%
Response	3	60%
No Response	2	40%
Total	36	100%
N	35	
N-Responses	117	

Q. 5.3 Would you choose live/work space in the Worcester Arts District if it were included in your tuition or was part of your schooling?

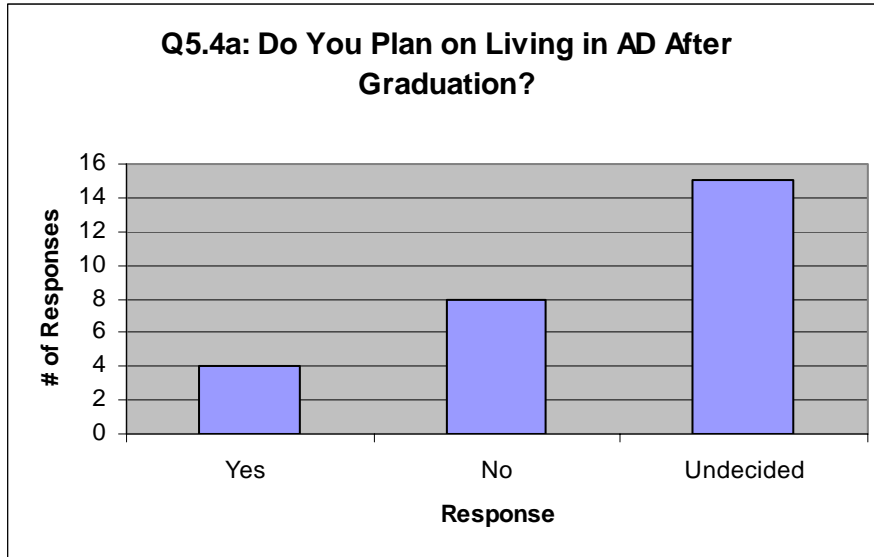
Figure 75 "Would You Consider Live/Work Space in the Arts District if it Were Required in you Tuition or Schooling"



Var. #	Var.	Responses	% Responses
2	Yes	21	78%
1	No	6	22%
	N	27	
	N-Responses	125	

Q. 5.4a Do you plan on living in the Worcester Arts District after graduation?

Figure 76 "Do you Plan on Living in the Arts District After Graduation"



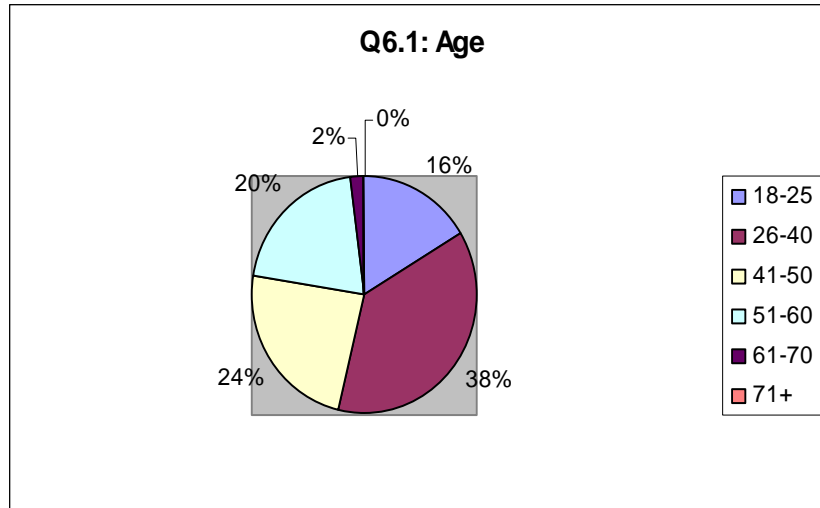
Var. #	Var.	Responses	% Responses
2	Yes	4	15%
1	No	8	30%
3	Undecided	15	56%
	N	27	
	N-Responses	125	

**Q. 5.4b Explain why or why not:
Missing Data**

4.2.1.6 Section 6: Personal

Q. 6.1 Select your age group:

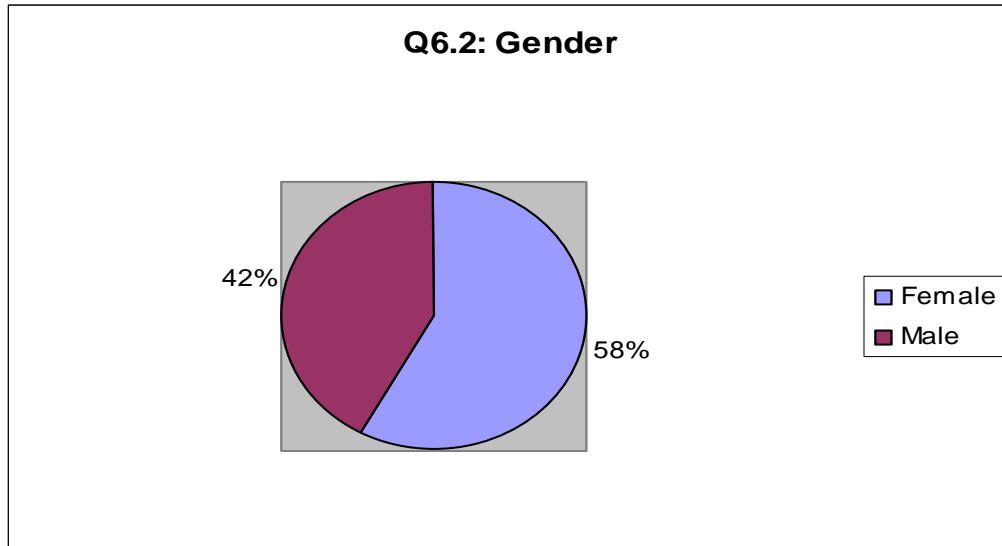
Figure 77 Age Group



Var. #	Var.	Responses	% Responses
1	18-25	24	16%
2	26-40	55	37%
3	41-50	35	24%
4	51-60	30	20%
5	61-70	3	2%
6	71+	0	0%
	N	147	
	N-Responses	5	

Q. 6.2 Gender?

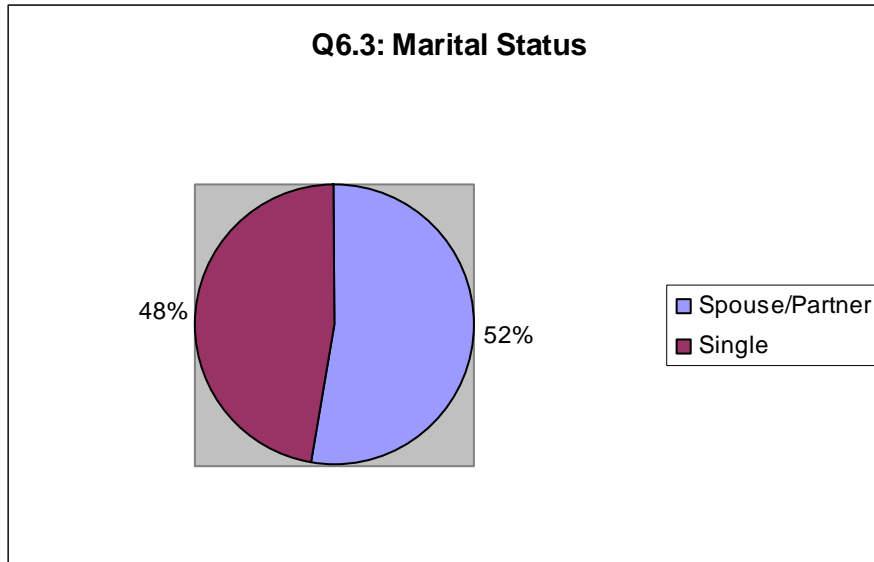
Figure 78 Gender



Var. #	Var.	Responses	% Responses
2	Female	85	58%
1	Male	62	42%
	N	147	
	N-Responses	5	

Q. 6.3 Marital status:

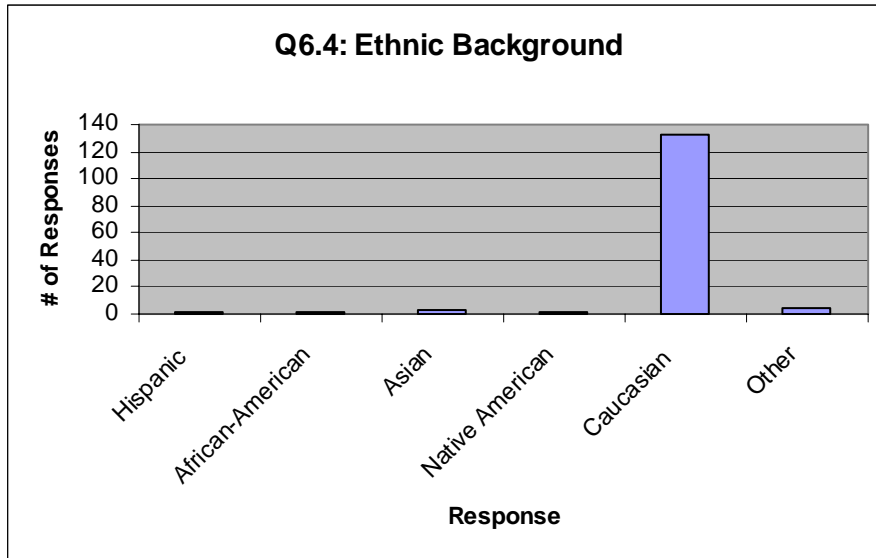
Figure 79 Marital Status



Var. #	Var.	Responses	% Responses
2	Spouse/Partner	77	52%
1	Single	70	48%
	N	147	
	N-Responses	5	

Q. 6.4 Ethnic background:

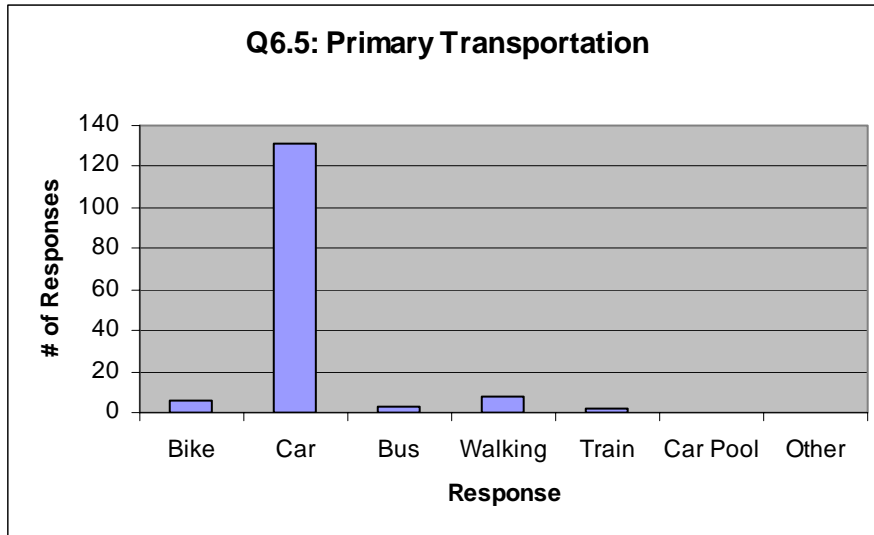
Figure 80 Ethnic Background



Var. #	Var.	Responses	% Responses
1	Hispanic	2	1%
2	African-American	2	1%
3	Asian	3	2%
4	Native American	2	1%
5	Caucasian	132	91%
6	Other	4	3%
	N	145	
	N-Responses	7	

Q. 6.5 Primary mode of transportation:

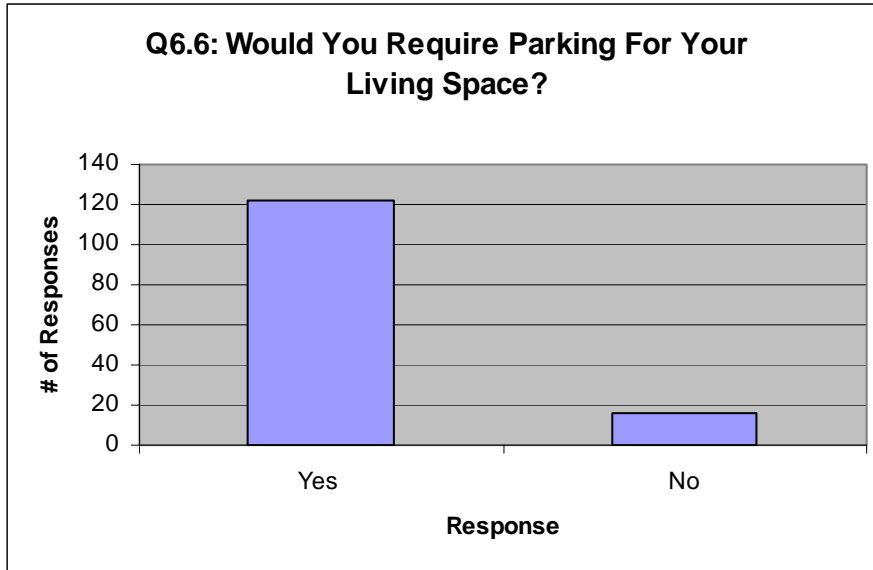
Figure 81 Primary Mode of Transportation



Var #	Var	Responses	% Responses
1	Bike	6	4%
2	Car	131	87%
3	Bus	3	2%
4	Walking	8	5%
5	Train	2	1%
6	Car Pool	0	0%
7	Other	0	0%
	N	150	
	N-Responses	2	

Q. 6.6 Would you require parking for your live space?

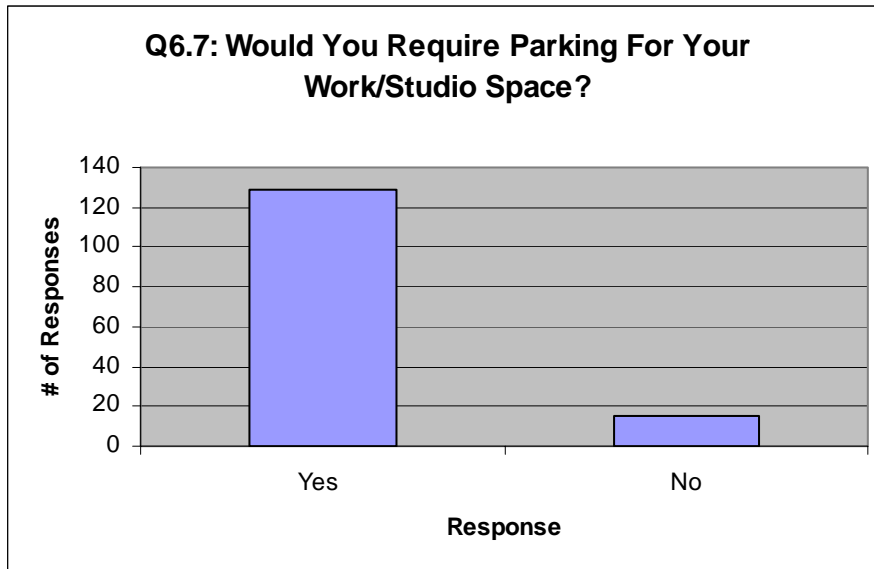
Figure 82 Would You Require Parking for Your Living Space



Var. #	Var.	Responses	% Responses
2	Yes	122	88%
1	No	16	12%
	N	138	
	N-Responses	14	

Q. 6.7 Would you require parking for your work/studio space?

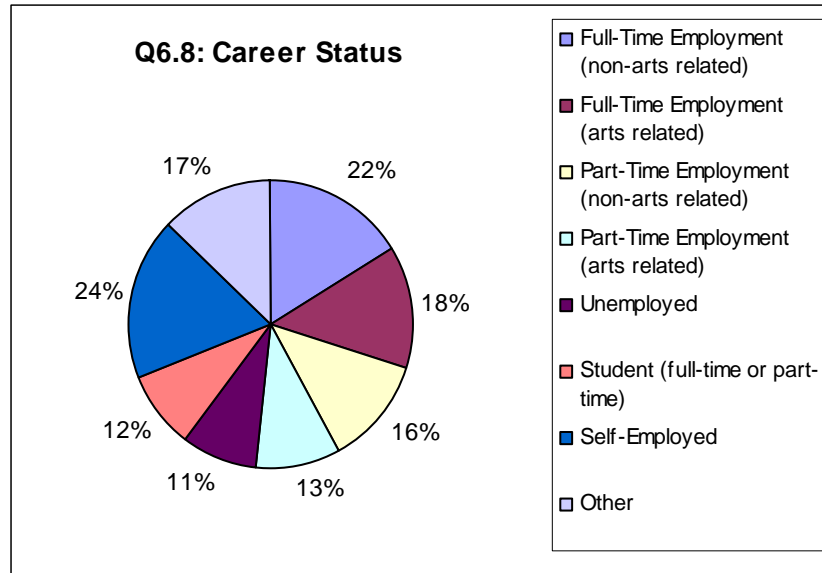
Figure 83 Would you Require Parking for Work/Studio Space



Var. #	Var.	Responses	% Responses
2	Yes	129	90%
1	No	15	10%
	N	144	
	N-Responses	8	

Q. 6.8 Indicate your present career status:

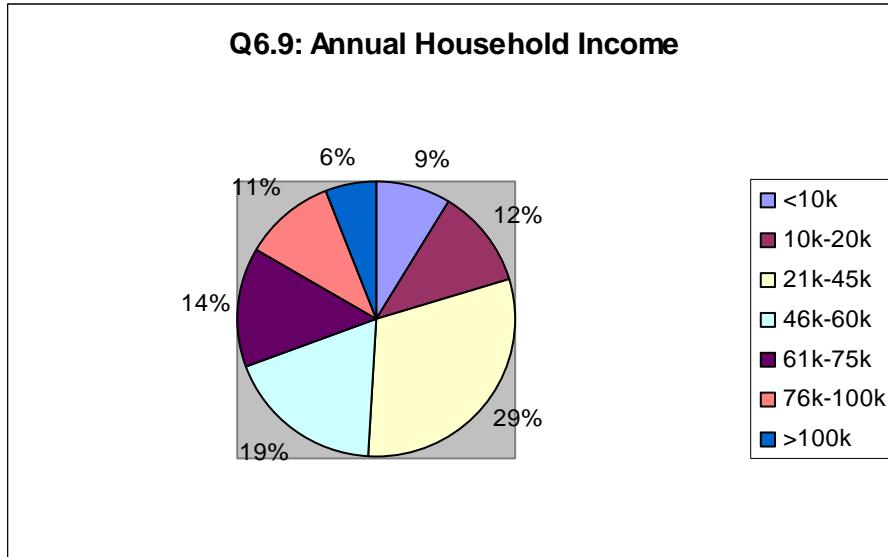
Figure 84 Current Career Status



Var.	% Responses	Responses
Full-Time Employment (non-arts related)	22%	33
Full-Time Employment (arts related)	18%	28
Part-Time Employment (non-arts related)	16%	24
Part-Time Employment (arts related)	13%	20
Unemployed	11%	17
Student (full-time or part-time)	12%	18
Self-Employed	24%	37
Other	17%	26
Total	203	
N	152	
N-Responses	0	

Q. 6.9 Which range best represents your annual household income?

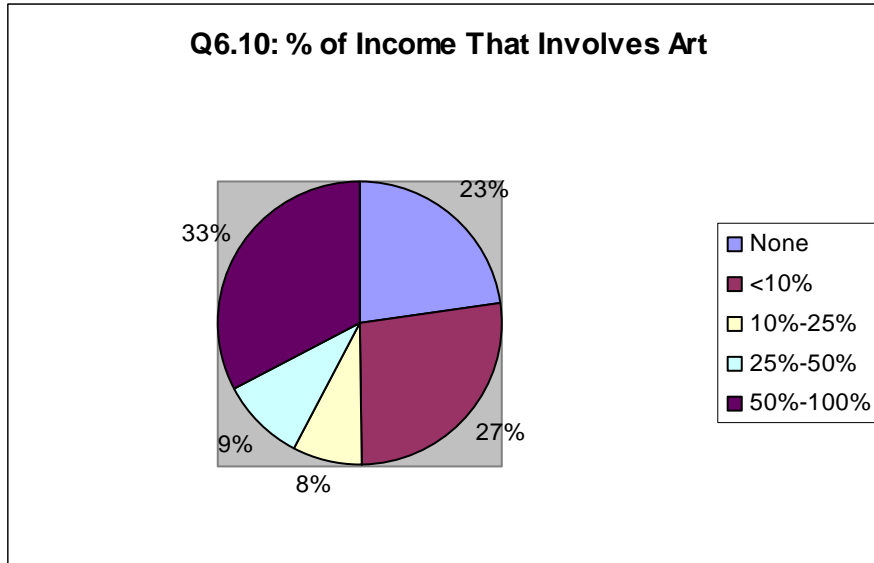
Figure 85 Annual Household Income



Var. #	Var.	Responses	% Responses
1	<10k	12	9%
2	10k-20k	16	12%
3	21k-45k	42	30%
4	46k-60k	26	19%
5	61k-75k	19	1%
6	76k-100k	15	11%
7	>100k	8	56%
	N	138	
	N-Responses	14	

Q. 6.10 What % of your income comes from your art work or work involving art?

Figure 86 Percent Income that Involves Art



Var. #	Var.	Responses	% Responses
1	None	34	23%
2	<10%	40	27%
3	10%-25%	12	8%
4	25%-50%	14	9%
5	50%-100%	49	33%
	N	149	
	N-Responses	3	

4.2.2 Bivariate Analysis

After we preformed the univariate and open-ended analysis, we did a bivariate analysis. If time had permitted we would have done additional bivariate analysis for more sets of questions. Doing extensive bivariate analysis could draw various conclusions that aren't so apparent. In this section, are two different bivariate analyses for this survey.

4.2.2.1 First Bivariate Analysis:

Question #: 1.2c

Question: How much do you pay monthly for this space (studio/work), including utilities?

Frequency Distribution:

Figure 87 How Much You Pay Monthly for Studio/Work Space

Interval	Frequency	Percentage
0-100	11	19.64%
101-200	8	14.29%
201-300	7	12.50%
301-400	9	16.07%
401-500	3	5.36%
501-600	3	5.36%
601-700	2	3.57%
701-800	1	1.79%
801-900	0	0%
901-1000	3	5.36%
>1001	9	16.06%
N	56	
N-Responses	96	
Yes' w/o answer	12	

Question #: 1.2d

Question: What is the size of this work space (sq ft)?

Frequency Distribution:

Figure 88 Size of Work Space

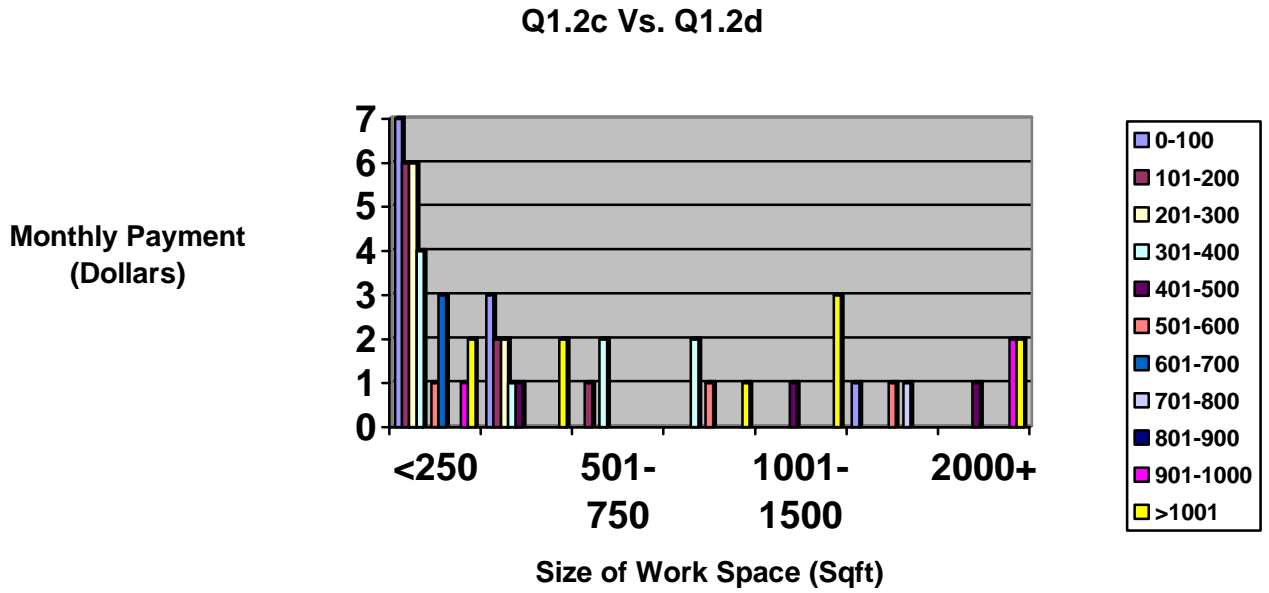
Var #	Var	Responses	% Responses
1	<250	30	46.15%
2	251-500	14	21.54%
3	501-750	3	4.62%
4	751-1000	4	6.15%
5	1001-1500	5	7.69%
6	1501-2000	3	4.62%
7	>2000	6	9.23%
	N	65	
	N-Responses	87	
	Yes' w/o Answer	4	
			100%

Figure 89 Combined Chart of Studio Space and Monthly Payment

Size-payment	<250	251-500	501-700	751-1000	1001-1500	1501-2000	>2000
0-100	7	3				1	
101-200	6	2	1				
201-300	6	2					
301-400	4	1	2	2			
401-500		1			1		1
501-600	1			1		1	
601-700	3						
701-800						1	
801-900							
901-1000	1						2
>1001	2	2		1	3		2

Graph:

Figure 90 Monthly Pay Vs. Space Size



Conclusions: Most people pay less as their monthly payments for less studio space.

4.2.2.2 Second bivariate analysis:

Question #: 6.2

Question: What is your gender?

Figure 91 Gender Chart

Var #	Var	Responses	% Responses
2	Female	85	57.82%
1	Male	62	42.18%
	N	147	
	N-Responses	5	
			100.00%

Question #:1.10a

Question: Would you move or open studio/work space in the Worcester Arts District?

Figure 92 Would You Move or Open Studio/Work Space in the Arts District

Var	Responses	% Responses
Yes	89	61.81%
No	55	38.19%
N	144	
N-Responses	8	
		100.00%

Figure 93 Yes Vs. No Responses According to Gender

	MALE		FEMALE	
YES	37	59.68%	50	58.82%
NO	21	33.87%	31	36.47%
N/A	4	6.45%	4	4.70%

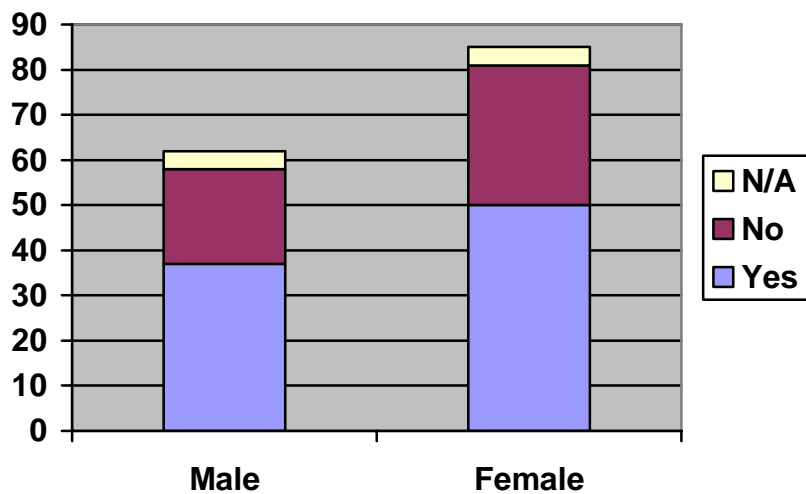
Total: 147

Missing/Bad data: 5 responses

Conclusion: Responses don't vary significantly by gender. Both males and females would be willing to move to or open studio workspace in the Worcester Arts District.

Graph:

Figure 94: Move or Open Studio/Work Space in Arts District Vs. Gender



From the univariate, open-ended, and bivariate analysis we can draw many conclusions. This is further discussed in the next section, Analysis.

4.2.3 Analysis: Artists' Survey

The Worcester Artist's survey was taken by 152 people: eighty-five female; sixty-two male; and five who didn't specify gender. Of the female respondents, 38% were between the ages of twenty-six and forty. Similar to the females, 39% of the male respondents were between the ages of twenty-six and forty. There was not a large diversity of respondents as 91% percent were Caucasian. Also, of the respondents, more people were either self-employed (24%) or worked full-time in a non-arts related field (22%). Most of the respondents have an annual income between 21,000 and 45,000, with less than ten percent of it coming from work involving art. Of the 152 respondents, 149 of them indicated having numerous arts interests.

Out of all the respondents of the survey, less than half (43%) live in Worcester (63/152). Of these respondents, 35% percent are from South Worcester, 24% live in West Worcester, 21% percent live in East Worcester, 16% live in the center of Worcester, and 4% are from North Worcester. Comparatively, 15% are from the Boston area, 39% are from other areas in Massachusetts, and 3% are from outside of Massachusetts.

The survey had three initial sections: Occupational, Home, and Live/Work Space. The occupational section focused on studio/work space. In this section we looked at what people already have for studio/work space and what they desired for the future. 46% of the respondents have less than 250 square feet (which includes zero) and pay less than \$100 a month.

Though 46% of the respondents have less than 250 square feet, 35% say they would need between and 251 and 500 square feet. Of the survey respondents, 44% are looking to own their studio/work space and 43% would consider a monthly payment of \$300 or less. 28% of the respondents are looking for this studio/work space to be undeveloped versus developed, while 50% have no preference.

As far as interest in having studio/work space in the Worcester Arts District, 62% said "yes" due to wanting the synergy of an artist community. The 33% that said "no" are mostly unable or unwilling to move for unsaid reasons. The main factor people are looking for to encourage them to open studio/work space in the arts district are the ideas of an affordable artist community.

Comparing the responses for this first section with those of section two, which deals with living space, we see there are some differences. The respondents have living space that is much bigger than the studio/work space. Most people said it was between 1,751 and 2,000 square feet. Also, there was a different range of the monthly payment for this space. More respondents fall in the less than \$200 and the between \$601 and \$800 categories. 69% are looking to own their residential property.

Slightly fewer respondents (54%) were interested in living space rather than studio/work space in the Worcester Arts District. Again, the people that are interested are looking for the synergy and the people who are not interested don't want to or can't relocate. The main factors people are looking for to encourage them to live in the Arts District are the same as for opening studio/work space (an affordable artist community) except there is a bigger concern for improvements of the safety of Main South.

The last of the initial sections has to do with combined live/work space. Obviously, the amount of space needed for combined live/work space is bigger than the space needed for live or studio/work space (in the 1,000-2,000 square feet range). The majority of people would consider many different scenarios: combined live/work space (79%), live/work space separate but in the same building (84%), separate live/work space (62%), and a cooperative live/work space(74%). 52 % of the respondents liked the idea of an all-purpose community art center, but would prefer it to not be in the same building as their living space. Again, similar to the living section, the amount of interest in having combined live/work space in the Worcester Arts District does not have a big marginal difference but still favors the positive side (59% say yes and 41% say no). The people that are interested are looking for an affordable arts community, while the others can not or will not move.

Focusing on the 62% of people who said they would open studio/work space in the Worcester Arts District, it is apparent they are looking for small work space with a low monthly payment. Almost half (48%) are looking for less than 700 square feet costing less than \$400 per month. The chart below illustrates this, highlighting the response frequencies.

Figure 95 Results of Square Feet vs. Monthly Payment

Size-payment	<250 Sq. ft.	251-500 Sq. ft.	501-700 Sq. ft.	751-1000 Sq. ft.	1001-1500 Sq. ft.	1501-2000 Sq. ft.	>2000 Sq. ft.
<\$200	5	5	2				
\$201-\$300	3	10	5			1	
\$301-\$400	1	5	2	2	1	3	
\$401-\$500		3		1			
\$501-\$600	1	4	1		2	1	
\$601-\$700				1	2		
\$701-\$800	1	2		1	1		1
\$801-\$900		1		1		2	1
\$901-\$1000	1		1				1
>\$1000	1	1				1	1

Also, 49% of the interested respondents said they had no preference in developed or undeveloped space. Though, out of the people with a preference, more were looking for already developed space. Referring to the same people, 33% are looking to own their studio/work space, compared to 24% who want to rent, and 28% that want to rent to some day own.

Of the respondents who live in Worcester, 57% would open studio/work space in the Worcester Arts District, 43% said they would live in the District, and 38% were interested in having combined live/work space in the District.

Next, there is a short answer section in the survey. The first question asked about conveniences that are most important in a live and/or work community. The top four responses in descending order were: food conveniences, transportation conveniences, shopping conveniences, and parking conveniences. Food conveniences include grocery stores and restaurants. Shopping conveniences include: street stores, arts supply stores, and hardware supply stores. Transportation conveniences include public transportation services such as buses and trains. Easily accessible and free parking is a convenience of interest. In addition to these conveniences, tax benefits, financial aid, and artist attraction and support were expressed as things that people thought would entice them to move into the Worcester Arts District, discussed in the next question. Respondents would like to see

the following arts events in the arts district: events displaying public art, shows/festivals, open studios, and events held outdoors were the top listed.

Overall, many respondents that took this survey were more likely to move into the Worcester Arts District hoping to own a smaller, low-cost space. Most of them are looking for a vibrant artist community that’s affordable, stressing that in order to live in the district some of the safety issues of Main South need to be addressed.

4.3 Property Census Results

The following data can be broken down into two main categories, verified secondary data and owner-dependant primary data. Verified secondary data came from the following sources:

4.3.1 Verified Secondary Data

Figure 96 Verified Secondary Data Sources

Census Field	Data Sources
Address	City of Worcester Assessing Department
Zoning Map	The Official Zoning Map of the City of Worcester
NAICS Code	U.S. Census Bureau’s NAICS 2002 publication
Owner	City of Worcester Assessing Department
Building Size	City of Worcester Assessing Department
Parcel Size	City of Worcester Assessing Department
# of Units	City of Worcester Assessing Department/Ourselves
Assessed Value	City of Worcester Assessing Department
Lien?	Worcester County Registry of Deeds
Lien Amount	Worcester County Registry of Deeds
Current Use	City of Worcester Assessing Dept.
National Register Listing	www.nationalregisterofhistoricplaces.com

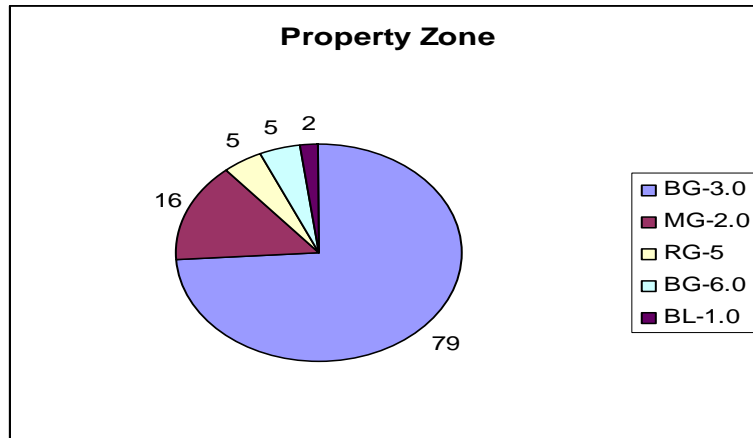
The above categories form the basis for information in the sub-sections below.

The following information is not a good representation of the properties in the Arts District. This shows an idea of some of the characteristics of the properties. Being that we only received responses from 17 properties out of 107, this is not enough to make valid conclusions. We received information on one other property, however, it was after the deadline and therefore was only included in the database and not analyzed..

4.3.1.1 Property Zone

A district is broken down into property zones based on the type of properties within the boundaries. A property zone is a clustered region of buildings that all share the same use and are zoned for that particular use by the city. Therefore, it does restrict activity within the zone. The Arts District and the surrounding properties encompass 5 property zones: BG-3.0 (Business General), MG-2.0 (Manufacturing General), RG-5 (Residence General), BG-6.0 (Business General), and BL-1.0 (Business Limited). The above information with our results can be seen in Figure 97.

Figure 97 Property Zone



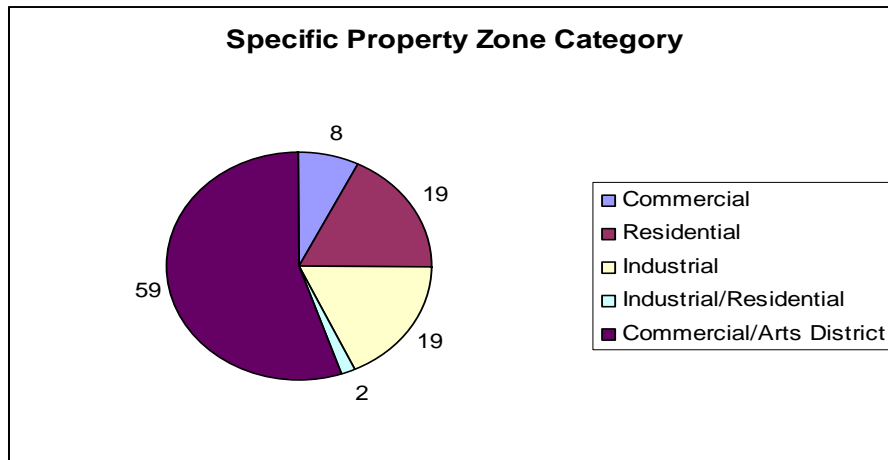
About 3/4 of the properties were located in BG-3.0 because many of these were located right on Main Street. From there it was a significant drop to MG-2.0. The numbers of properties within zones decreased from there on.

4.3.1.2 Specific Property Zone Category

There are 5 specific property zone categories: commercial, residential, industrial, industrial/residential, and commercial/Arts District. This variable describes the location

of the buildings within the district. Commercial means that there are retail stores located throughout the area. Residential means that the area is solely housing. Industrial means that there are warehouses or manufacturing industries located throughout the area. Industrial/residential are properties that are located in an area where there are warehouses or manufacturing buildings and also housing. Lastly, Commercial/Arts District are mainly properties located along Main Street. These are the properties located within the Arts District which was designated by the City of Worcester. The above information with our results can be seen in .Figure 98.

Figure 98 Specific Property Zone Category



Over half of the properties were categorized as Commercial/Arts District. These were all of the properties located on Main Street within the district.

4.3.1.3 Assessed Value

The assessed value of a property was provided by the City of Worcester Assessing Department. For certain properties, a commercial and residential assessed value was given; for others, only a commercial or residential value was given based on the property type. For those properties where a residential and commercial assessed value was given, an average of the two was taken for the following comparison. The average assessed value of the properties in the Arts District and other surrounding properties is \$418,971. Of the 106 properties which we had information on, 28 properties were above this average while 78 were below. The median value for these properties is \$222,300.

4.3.1.4 Parcel Size

The parcel size of a property was provided by the City of Worcester Assessing Department. This is the square footage of the entire land area. We had parcel information on 95 of these properties. For some properties, a single parcel value was given, for others there were two values. If there was more than one, an average was taken. From these 95 properties, average parcel size is 16,677 square feet. 30 properties were above this average while 65 were below. The median value of these properties is 9,192 square feet.

4.3.1.5 Building Size

Building size is another category that was provided for us by the City of Worcester Assessing Department. Building size is given in square feet and is the total floor area of the building. For the following comparison, parking lots and vacant developable land were not included because they are not buildings and therefore do not have a value listed. Of 75 properties, the average building size was 17,284 square feet. 20 properties were above this average while 55 were below. The median for these properties was 8,932 square feet. Properties ranged in size from 962-182,600 square feet.

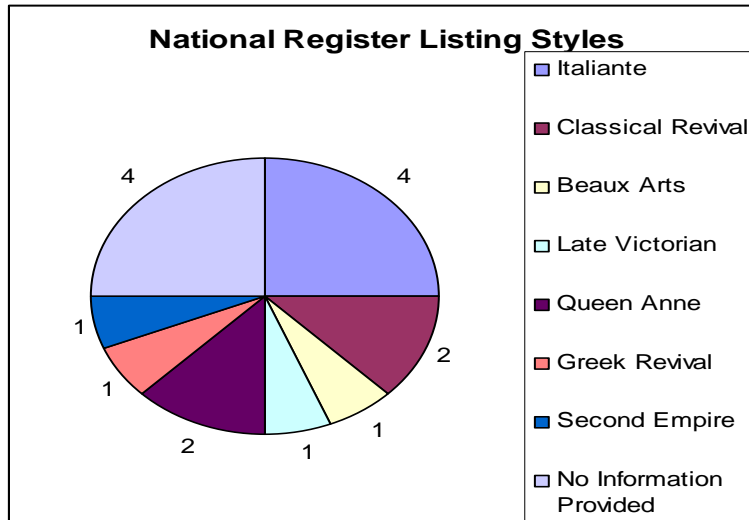
4.3.1.6 Year Built

The City of Worcester Assessing Department also supplied the year built for many of the buildings in the district. A total of 74 buildings had the year that they were built listed for them. The average year that a building in the Arts District was built, was in 1916. Of the 74 properties, 41 were above average and 33 were below average. The median year that these buildings were built was in 1920.

4.3.1.7 National Register Listing

National Register Listing was determined by the website www.nationalregisterofhistoricplaces.com. This listing is based on an application process where properties need to apply in order to be accepted. There are other historic buildings in the district. However, they may not be officially registered with the listing. Of the 107 properties which we had information on, 16 were listed as historic for various reasons, while 91 were not. There are other historic buildings in the Arts District; however, these are the only ones that are listed by the National Historic Registry. The above distribution with our results can be seen in Figure 99.

Figure 99 National Register Listing Styles



4.3.1.8 NAICS Code

24 different property uses were determined for the 101 properties which we were able to find information on. Figure 100 below shows the NAICS code, the number of properties that had that code, and the current use of the property. The current use of the property is what was used to look up the NAICS code. The use was provided to us by the City of Worcester Assessing Department.

Figure 100 NAICS Code and Current Use

NAICS Code	Number of Properties	Current Use
531110	26	Apartment Building
236220	8	Warehouse
44-45	8	Retail Stores (<10,000 SF)
812930	7	Parking Lot
813211	7	Charitable Organization
3332	6	Industrial Manufacturing
531190	6	Vacant
813110	5	Religious Organization
811111	3	Automotive Repair
531120	3	Office Building
722110	3	Restaurant
441110/441120	3	New/Used Car Sales
541320	2	Industrial Developable Land
61	2	Educational Center
452111	2	Department Store
721310	2	Rooming House
445310	1	Liquor Store
813990	1	Condominium
4451	1	Market
812112	1	Hair Salon
611110	1	School
444190	1	Window Repair
623110	1	Nursing Home
812210	1	Funeral Parlor

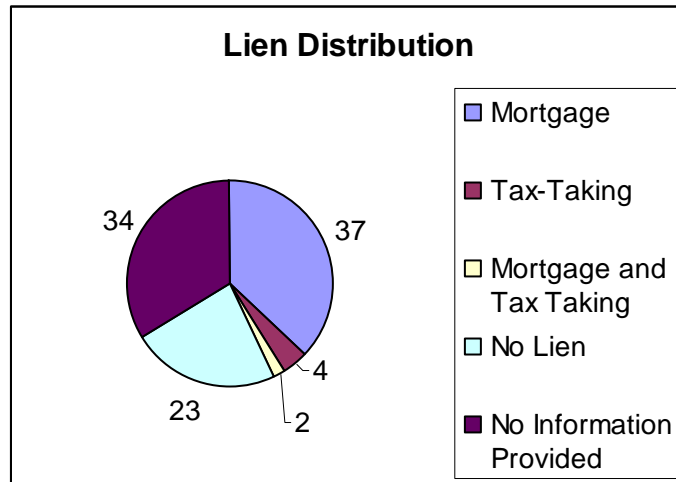
The most common property use was apartment buildings as seen above. From there it was a significant drop to retail stores (<10,000 SF). Then it slowly decreased in numbers from there.

4.1.3.9 Lien

Lien information was determined by the Worcester County Registry of Deeds. Information was found on 100 properties in the district, broken down into five categories: mortgage, tax-taking, mortgage and tax-taking, no lien and no information provided. There were 39 total properties that had taken out a mortgage. One of these properties did not list how much their mortgage was for. Therefore, only information on 38 properties was used when calculating the average. The average mortgage was \$411,555. Some properties had more than one mortgage taken out, so an average of all of their mortgages

was calculated. 9 properties were above the average mortgage value while 29 were below. The median mortgage value was \$198,802. There were a total of six properties that owe money because of tax-taking. From these properties the average owed from tax-taking was calculated to be \$5,026. There were 2 properties above the average value and 4 below. The median value for tax-taking was \$2,376. The above information with our results can be seen in Figure 101.

Figure 101 Lien Distribution



4.3.2 Owner Dependant Data

Owner dependant data is information that was procured from the property owner themselves. The below sub-sections are categories that required property owner information.

4.3.2.1 Owner Occupied

Whether a property is owner occupied was information that we had to procure. This means that if the building is residential, the owners lives in it, or if it is commercial the owner works within the building. This was done through contact on the phone and letters to property owners. Of the 107 properties and the responses we received, only eight properties were owner occupied. Twenty-one were not and seventy eight properties had no information provided.

4.3.2.2 Square Footage of Units

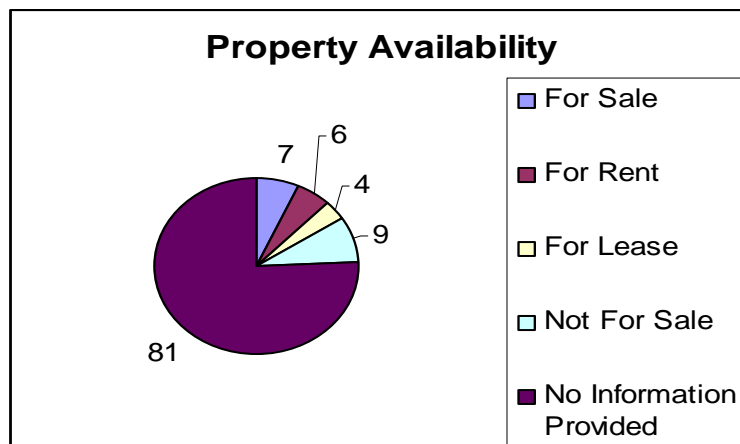
Square footage of units was another category that required us to locate the information. Square footage of the units is defined as the square footage of each floor if

the building is residential or if only one business is being run from it. If there is more than one business within the building, then this is the square footage of each business. Many property owners that were contacted did not know this information. Therefore, out of the 107 properties, only 11 answered this question leaving 96 with no information provided. The average square footage of the units was 23,636 square feet per unit. 5 properties were above average while 6 were below. The median for this category was 15,000 square feet per unit.

4.3.2.3 Property Availability

Whether the property was for sale, rent, or lease was determined by contacting the property owner or if a sign was placed outside of the building and was visible in our photos. We were able to obtain this information on 26 properties leaving 81 with no information provided. The above information with our results can be seen in Figure 102.

Figure 102 Property Availability



4.3.2.4 Number of Residential Units

The number of residential units was given by either the City of Worcester Assessing Department or the property owner. Of the 107 properties, we were able to obtain information on 47 properties. Information on parking lots and vacant buildings were not included in this analysis. The average number of residential units was calculated to be 13 units. There were 14 properties above average and 33 below. The reason why there is such a difference is because many of the properties were residential houses

having only a couple of units. However, a couple were rooming houses having up to 85 units. The median number of residential units was 4.

4.3.2.5 Number of Floors

The number of floors in a building was determined in two ways. First with information from the owner and second by using our best judgment in the pictures we took to physically count them. This was not possible for all properties because some of the tops of the buildings were cut off. Also parking lots were excluded from this analysis because they do not have any floors. Of the 107 properties, we were able to get the number of floors for 92. There were 5 parking lots and 20 properties with no information provided. The average number of floors for these properties was 3. 52 properties were above average while 40 were below. The median number of floors was 3.

4.3.2.6 Number of Residential Occupants

The number of residential occupants could only be determined from the property owners themselves. We believe many were confused by the question and therefore just gave the same number they did for number of units. There were only 20 responses to this category, leaving 87 with no information provided, being that it was not information from the city assessor. Again, information on parking lots and vacant buildings were not included in this analysis. The average number of residential occupants was 6 people. There were 2 properties above average and 18 below. Again, the reason for this difference being that a couple of these properties were rooming houses while the rest were residential houses. The median number of residential occupants was zero. This is possible because some properties were not occupied by people at this moment.

4.3.2.7 Number of Commercial Units

The number of commercial units was another category that was based off of property owner responses. In some cases this was provided by the City of Worcester Assessing Department. However, upon contacting the properties owners it was determined that many of these values were incorrect. Some values were listed as zero; however, commercial businesses were being run on of these properties. Therefore, we decided to disregard this information from the assessor for this analysis and use the information provided by the property owner. Again, information on parking lots and

vacant buildings were not included in this analysis. Therefore, information was procured on 19 properties, while 88 were listed as no information provided. The average number of commercial units was listed as 2 units. 5 properties were listed above average while 14 were below. The reason for such a difference is because some of the properties that were contacted were residential and therefore did not have any commercial units. The median value was 1 commercial unit. This makes sense because most buildings only have one business being run out of it.

4.3.2.8 Number of Commercial Occupants

The number of commercial occupants is another category where information from the property owner was required. Again, we believe that they were confused when answering this question and therefore we received that same information as for the above question; the number of available commercial units. The average was 2 units with 5 properties above average and 14 below totaling 19 properties, with 88 categorized as no information provided. The median value was 1 commercial unit. Again, information on parking lots and vacant buildings were not included in this analysis.

4.3.2.9 Gross Rent

Gross rent was provided by the property owner. Many were reluctant to release this information. There were 7 properties where information was obtained. 100 properties were therefore listed as no information provided. The average value for gross rent was determined to be \$9,217. There were 6 properties below average and one above. This may be because there was an outlier of \$49,200 while the rest of the values hovered around \$1,000. The median value for gross rent was \$2,700.

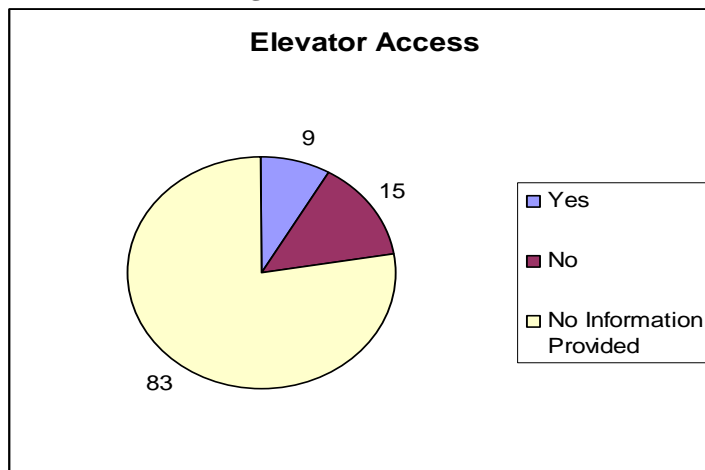
4.3.2.10 Average Rent

Average rent was again determined from the property owner. Once more, owners were very reluctant to supply this information. The same number of properties contributed to the following analysis. The average rent for these 7 properties was \$1,591. There were 2 properties above average and 5 below. The median value for average rent was \$1,200.

4.3.2.11 Elevator Access

Elevator access is an important characteristic for many business owners. This can also make a building more handicap accessible. There were 24 responses to this category. This information with our results can be seen in Figure 103.

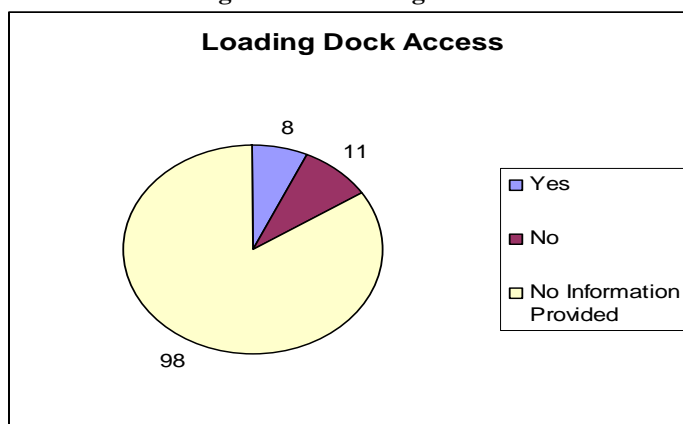
Figure 103 Elevator Access



4.3.2.12 Loading Dock Access

Whether a property has a loading dock or not is a category similar to whether a property has elevator access. It may be beneficial to have a loading dock for artists having supplies delivered along with being able to export their goods. 19 responses were given while 98 properties were listed as no information provided. This information with our results can be seen in Figure 104.

Figure 104 Loading Dock Access

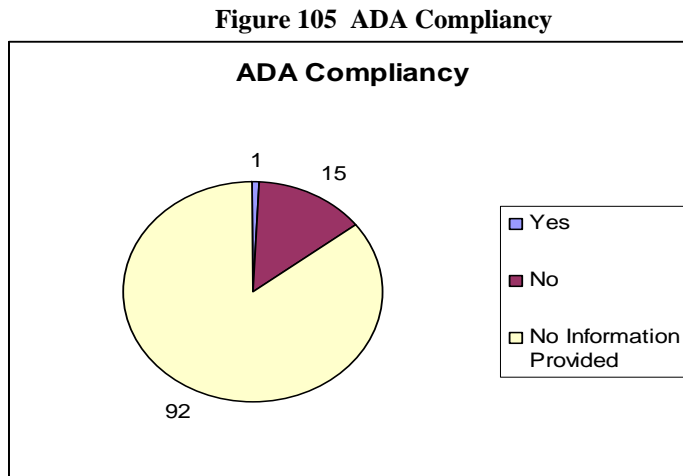


4.3.2.13 Parking

A large problem with Worcester along with many other big cities is parking. There are limited spaces available do to the number of buildings within a given area. Parking spaces are a large asset to any building, allowing for both employees and customers to be able to commute easily. This information was obtained from the property owner. There were 15 property owners who responded with the number of parking spaces on their property. There were 21 total properties listed as parking lots. However, the number of spaces was not provided for 6 of them. Therefore, they were not included in our analysis. A total of 92 properties had no parking space information available. Of the 15 properties, the average number of parking spaces was 27 spaces. This is a decent number for the location of this district. However, there was one property that listed that they did not have any spaces available. 4 properties were above this average while 11 were below. The median number of parking spaces was 20.

4.3.2.14 American Disability Act Compliancy

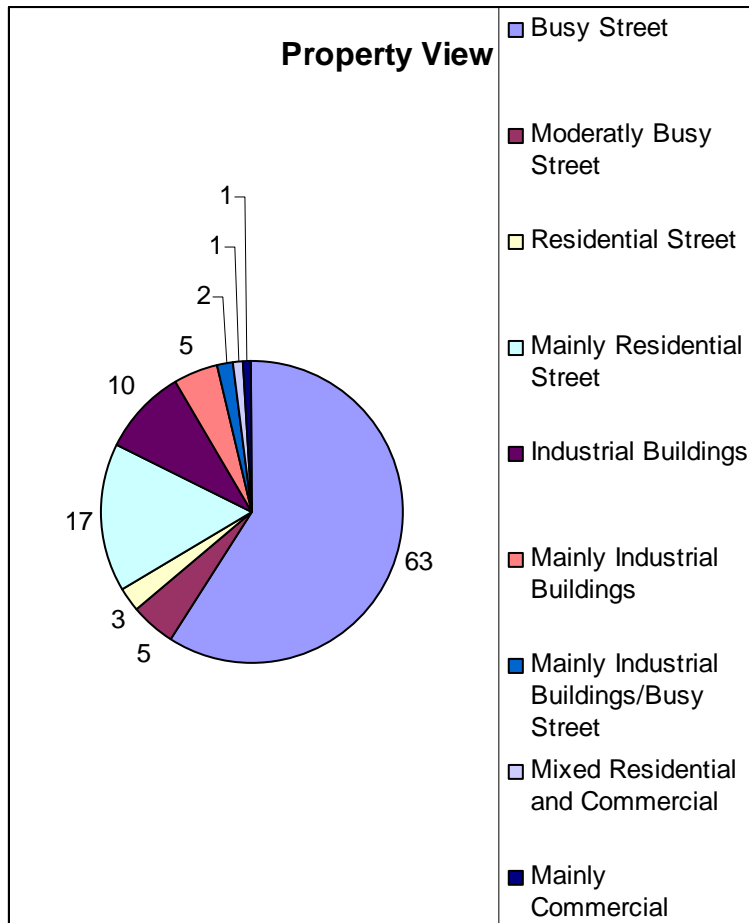
There are many qualifications that need to be met before a building can be considered ADA compliant. 15 properties responded to this category while 92 properties had no information provided. The above analysis with our results can be seen in Figure 105.



4.3.2.15 View

There were 107 properties whose views were categorized. There were 9 different categories used. An easy version of this with our results can be seen in Figure 106.

Figure 106 Property View



Most views were of a busy street. These were the properties located on Main Street. From there it was a significant decrease to mainly residential streets. The categories then continued to decrease from there.

5. Outcomes, Analysis, and Recommendations

5.1 Outcomes

The Arts District Partnership has created goals to revitalize and attract artists to Main South, which is the designated location of the Arts District. These goals include promoting and improving arts and culture in Worcester, attracting artists to live and work in the Arts District, and revitalizing Main South. These goals represent a long-term project with many dimensions. The products our project created to further these goals were:

- **Artists' survey results and analysis:**

152 responses were received, cleaned and sorted. Univariate, bivariate, and open-ended questions analyses were done. An analysis was written and conclusions were drawn based on answers. Spreadsheets with data, summary statistics, and graphics were produced. This analysis helped us to understand artists' needs and wants for an Arts District, allowing us to make recommendations to the Arts District Partnership for further research and development.

- **Property census data collection:**

Information on 107 properties was collected through verified secondary sources (e.g. the City of Worcester Assessing Department), and primary sources, principally property owners. We reported results based on responses to the categories of the data entry form which was previously constructed. From there we were able to analyze these results and form recommendations for the Arts District Partnership.

- **Property Census Database and user's manual:**

A database was created using Microsoft Access to hold and display all the property information. This is a tool to allow the Arts District Partnership and developers to easily search properties based on criteria such as parcel size and property value. Property photos were also

included in this database. We recommend that this tool be updated and used to match artists' needs with available properties.

- **Occupancy Census:**

U.S. Census Bureau data related to the district was collected and analyzed to describe the demographics of the neighborhood such as yearly income and education level attained. Based on this information, we made recommendations for Arts District planning to improve the quality of life for the residents of Main South.

- **Project Report:**

This active Qualifying Project report brings all aspects of our project together and concludes with our findings an analyses and recommendations.

- **Project Presentation:**

This presentation was a culmination of our project products. Here we showed the Arts District Partnership what we had been working on and learned over the last 14 weeks. This was their first view of our completed work. Important results and analysis is shown. This gave city officials and others a chance to ask questions about our findings and research. The ADP and city officials in the future could use our Microsoft Powerpoint presentation for other purposes.

5.2 Analysis and Recommendations

Using these products and our analysis, we have developed the following recommendations in three categories: recommendations for the ADP working with artists and developers, with community development, and further research. These recommendations are based on different tools and discussion with people of the Arts District partnership and survey respondents.

5.2.1 Recommendations for the ADP Work with Artists and Developers

From our survey analysis, a key recommendation that we could make is to start small. Starting small can mean a number of things. These include concentrating on those who have already expressed interest in living and working in the Main South area. From the survey, more than 50% of the respondents answered “yes” to moving into the Arts District. Now that we know some of the people who are interested in the Arts District and what buildings are available, we can match artists up with properties

featured in the database. Confidentiality is an issue that will arise. These surveys were taken with the thought that the responses would be kept confidential with survey analysis. Therefore, in order for the Arts District Partnership to match these artists and developers with available properties, they must first obtain permission. This personal information cannot be given to property owners without consent.

Another aspect of starting small is engaging potential pioneers amongst the artists and developers. Potential pioneers are those who are willing to make the move to the Arts District without needing to see any major improvements. The database would be useful as a first step. It would be a good visual tool. Holding focus groups and meetings would encourage artists and developers to interact with each other and form discussions. From the database they would be able to view the available properties and discuss their suitability. From this, developers would know more about what the artists’ wants were and could construct available properties suited for them. Focus groups seem like the logical follow-up to survey analysis because they are more in-depth (Krueger, 2000). The focus groups could be beneficial as either open to the public or closed to a select group.

Recommendations for ADP Work with Artists and Developers:

- Start small
- Concentrate on part-time and low-income artists
- Support and promote local arts program
- Engage meetings and focus groups amongst artists and developers
- Look for developers to take advantage of vacant buildings
- Concentrate on small space with low cost
- Concentrate on small businesses
- Use database and tools to inform developers

Open meetings would attract the largest amount of people and a wider range of ideas. However, they may not all have the same level of interest in the development of the district. Closed meetings would be limited to those who are the most interested in the district and would generate the most attainable goals. This group of people would be determined initially by those who answered “yes” to moving into the Arts District in the survey.

Looking at the first question of the survey which asks about primary arts interests, we can see that most everyone answered with one or more arts interests. But then looking at the question that asks about career status, we can see 39% respondents have non-art related full-time employment (22%) or they are self-employed (17%). Next looking at the question asking about annual income, most earned between 21,000 and 45,000. Then looking at the question about the amount of income that comes from art work, 23% answered none and 27% answered less than ten percent. Thus, it appears respondent arts endeavors are practiced largely on a part-time basis. From all of this data we can make the recommendation to focus on part-time, low income artists because overall these respondents were interested in an Arts District.

From our research we believe that it would be best to focus on one building at a time, instead of the whole district. Rather than spreading funds on a large amount of buildings, concentrating on one building would allow money and resources to be used efficiently. Working on one building at a time would minimize the risk of development failure and loss of money. This might also allow a quick turnaround for vacant and abandoned buildings and could accommodate a large number of artists in one building. Once artists and developers see progress in one building they may want to capitalize on the opportunity for development, thus hopefully triggering a domino effect. Using the database, developers could look at available buildings that may suit their needs. A great example of one building where artists live and work together is the Worcester Artists Group building located on Harlow Street. This building is comprised of numerous artists with combined live and work space in the same location.

Small buildings would require less time and investment to turn into usable space for artists. According to the artists’ survey, the size for work space in highest demand (40%) is less than 700 square feet. Potentially, 10-20 artists could be located within one

building. It is estimated that these artists would require no more than 10,000 square feet of space combined. Also, smaller buildings generally cost less and according to the survey, many artists (38%) are looking for a monthly payment of \$300 or less. There are 52 properties in the Arts District with less than 10,000 square feet. Of these 52 properties, 8 are vacant. These buildings would be ideal places to start looking.

Using our database, developers and artists can be matched up with properties suitable for them. However, information on these properties may be incomplete due to poor owner response. Further research would be necessary to complete all categories. One of the main incomplete categories was cost information. Owners were reluctant to contribute rent values for unsaid reasons. This makes it unclear as to whether these buildings would be affordable for artists. The city could have a way of keeping track of this information, making it something that is mandatory for property owners to supply. Being that there is such a large population of low-income and part-time artists' affordability is highly demanded. Therefore, these properties would offer promise.

The property census database has a wide range of potential uses. It provides search, display, and data entry functions. For example, the database displays property availability including whether a property is for sale, rent, or lease. The database can further be used for potential economic development throughout the city. It can easily be updated and expanded to include additional properties in other districts. An example of an informational flyer can be seen on the following page. Benefits of the database include that it is easy to use and a way to compile the most updated data. The database can quickly produce profiles of each property including photographs. This can be used to match potential artists and developers with suitable live/work space. A recommendation for the Arts District Partnership would be to continue the development of this database.



House #	<input type="text" value="0047"/>	Street	<input type="text" value="LAGRANGE ST"/>
Zip Code	<input type="text" value="01610-1537"/>	Building Size	<input type="text" value="39734"/>
Owner	<input type="text" value="SEM TEC INC."/>	MBL	<input type="text" value="03-001-0000E"/>
Land Value	<input type="text" value="\$80,800.00"/>	Building Value	<input type="text" value="\$177,600.00"/>
Gross Rent	<input type="text"/>	Total Value	<input type="text" value="\$258,400.00"/>
Rent Average	<input type="text"/>	Area	<input type="text" value="32308"/>
Year Built	<input type="text" value="1900"/>	Units	<input type="text" value="0"/>
# of Floors	<input type="text"/>	Parking Spaces	<input type="text"/>
ADA Compliant	<input type="text" value="0"/>	Elevator	<input type="text" value="0"/>
Loading Dock	<input type="text" value="0"/>	NAICS Code	<input type="text" value="3332"/>

Current Use

5.2.2 Recommendations for ADP and City Involvement in the Arts District Community

One of the main recommendations for the Arts District Partnership is to assure people see the area of Main South as safe. Survey respondents expressed concerns about safety in Main South. For example, when asked what factors would encourage you to open studio/work space

Recommendations for ADP and City

Involvement in the AD community:

- Make people feel comfortable and safe within Main South
- Job training
- Hire Locally- hiring incentives
- Create language services
- Work with the Latino culture

or to move into the Arts District, improvement for safety in Main South was the third category of responses. This suggests a perception that Main South is unsafe. From recent public forums and conversation with city councilor Barbara Haller, it was discussed that not only do the respondents believe that the area is unsafe but so do those who currently live there.

The income levels are very low in the Arts District. More than half of the households make less than \$25,000 a year, and 40% of the households live in poverty. The people of Main South are not highly skilled; therefore, they cannot obtain high paying jobs. Again, the Arts District Partnership is committed to avoiding gentrification of the area. Therefore, we offer the following recommendation: if job-training services were available then these people could learn a trade or be qualified for a higher paying job. This would increase their income level and thus boost the economy. Another recommendation and way to help boost the economy and aid the people of the community would be to encourage businesses to hire locally. A way of doing this could be to offer incentives to business owners who hire local residents. A possible incentive could be any financial aid including tax breaks. These are long term goals. The Arts District Partnership can only play a partial role by bringing attention to the needs and recommendations.

Throughout this project, the Arts District Partnership has made a commitment to the city to avoid gentrification. This is a great challenge because in most other cities which have undergone similar revitalization, it has occurred. Therefore, a

possibility would be for the city to provide funding to alleviate costs. An example of funding would be owners being exempt from property taxes for a period of time.

Our occupancy census shows that Latinos occupy the largest population within the district (60%). Forty-one percent of the Arts District residents only speak Spanish. Many are not proficient enough in English to communicate well with the public. English may not be a primary language for the Latinos. Programs like ESL (English as a Second Language) would teach people basics needed to obtain higher paying jobs.

Lastly, being that there is such a large population of Latinos, working with the Latino culture would make them feel more comfortable with the idea of an Arts District. Latinos could be showcased in community events to display their heritage. This would get current residents interested in the Arts District.

We have another recommendation however; it is not supported by data and only a suggestion. We recommend that support continue to be given to local arts groups. We believe this will foster the already existing but small artists' community in Worcester. Therefore, more residents will become interested and active in the arts.

5.2.3 Recommendations for Future Research

The last category of our recommendations is suggestions for future research. These are based on our experiences with this project. Although we have already done much analysis of the Arts District Survey, there is still much more analyzing that could be done if time permitted. This would include additional bivariate analysis, and focusing specifically on the respondents who said they were interested in moving into the district. An example of an additional bivariate analysis would be focusing on just Worcester residents and all questions they answered. This might show specifically what the Worcester residents want or need from an Arts District. By looking at these responses, the Arts District Partnership might take their needs and wants for an Arts District into consideration. The Arts District

Recommendations for Future Research:

- Continue survey analysis focusing on the needs and wants of people who are interested in an Arts District
- Expand and continue to use the database
- Develop a new city-enforced method to collect data
- Use the database to inform developers of properties

Partnership could also follow up on the people who took the survey and are interested in the Arts District. Artists and developers can be matched up with properties suitable for them based on their responses to the survey. These questions can be seen in Chapter 4 “Results.” Also, if time permitted, the Arts District Partnership could construct and distribute another survey being more aware of repetitive and ambiguous questions.

The property census database is the most useful tool we produced during our project. We suggest that the database continue to be updated and expanded as needed. Filling in all of the incomplete categories and properties would enrich what has been done so far. For future data collection, the city might develop a method for successfully obtaining accurate and complete information on each property. This could potentially be done through the City of Worcester Assessing Department. Using the database, potential developers can be informed of space suitable for them. This would also promote future economic development initiatives throughout the city.

5.3 Conclusion

Overall, we have learned a lot from this project both from the information that was provided to us as well as what could be done better in the future. Hopefully our work will prompt those who continue this project with new ideas and ways to improve the Arts District and the quality of life in Worcester as a whole.

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7. Appendices

A Call Log

Status of Secondary Data Call Log

Owner	Property	Phone Number Called	Date Called	Time Called	Status	Complete	Priority
Ludgren Auto Group	721 Main Street	(808) 639-8466	11/22/2004	10:15	Number no longer in service		A
	722 Main Street	(808) 639-8466	11/22/2004	10:15	Number no longer in service		
	731 Main Street	(808) 639-8466	11/22/2004	10:15	Number no longer in service		
		(508) 749-0026	11/29/2004	1:35	fax- (508) 459-7537		
Caravan Company INC	661 Main Street	(508) 753-4717	11/22/2004	10:20	fax		A
			11/23/2004	10:45	fax		
		(508) 752-3777	11/29/2004	1:40	complete	X	
Robert Clark	21 Jackson Street	(508) 865-9466	11/22/2004	10:23	Answering Machine		A
			11/23/2004	11:30	Received in mail-Complete	X	
Nettle, LLC	44 Hammond Street	(508) 797-4435	11/22/2004	10:25	No answer		A
			11/23/2004	10:48	No answer		
			11/29/2004	1:46	No answer		
Pentecostal Church of God	38 Hermon Street	(508) 421-4793	11/22/2004	10:35	Complete	X	
	829 Main Street	(508) 754-7394	11/22/2004	10:40	Spanish Answering Machine		A
			11/29/2004	1:49	Spanish Answering Machine		
			12/9/2004	12:15	Called Me- Complete	X	A
Napac Holdings	0 Beacon Street	(508) 363-4411	11/22/2004	11:00	complete	X	
	52 Hermon Street	(508) 363-4411	11/22/2004	11:00	complete	X	B
	229 Southbridge Street	(508) 363-4411	11/22/2004	11:00	complete	X	B
Marvin Konisburg + Dorthea	4 King Street	(508) 753-2135	11/22/2004	10:50	Answering Machine		A
			11/29/2004	1:52	Answering Machine		

Gerald Roy	850 Main Street	(508) 752-8823	11/22/2004	11:10	Answering Machine		B
			11/29/2004	1:54	Answering Machine		
Shawn Dickerson + Mariel	776 Main Street	(508) 231-4567	11/22/2004	10:24	Wrong Number		A
Louis Lasky	1 Jackson Street	(508) 755-1662	11/22/2004	11:19	Call Back		B
			11/23/2004	10:03	Answering Machine		
			11/29/2004	1:58	Will mail back in next 2 weeks		
Somdatt Prashad	14 Charlton Street	(508) 853-6483	11/22/2004	11:22	No answer		
			11/29/2004	2:01	Recording		
	15 Charlton Street	(508) 853-6483	11/22/2004	11:22	No answer		B
			11/29/2004	2:01	Recording		
	696 Main Street	(508) 853-6483	11/22/2004	11:22	No answer		
			11/29/2004	2:01	Recording		
	17 Hermon Street	(508) 755-4918	11/22/2004	11:25	Left message with secretary		B
Sue Ellen Gotz	47 Hermon Street	(508) 755-4918	11/22/2004	11:30	complete	X	B
Semtec	35 LaGrange Street	(508) 798-8551	11/22/2004	11:35	fax to him		B
			11/29/2004	2:06	Left message with secretary		
	47 LaGarange Street	(508) 798-8551	11/22/2004	11:35	fax to him		B
			11/29/2004	2:06	Left message with secretary		
Scott Bonczyk	5 Sycamore Street	(508) 755-8110	11/22/2004	11:42	Sold all 3 properties		
	8 Sycamore Street	(508) 755-8110	11/22/2004	11:42	Sold all 3 properties		
	10 Sycamore Street	(508) 755-8110	11/22/2004	11:42	Sold all 3 properties		C
Steve Rothschild	40 Jackson Street	(508) 756-3569	11/22/2004	11:15	Wrong Number		B
		(508) 363-2800	11/29/2004	1:56	Recording		
Arthur Mooradian	785 Main Street	(508) 756-3199	11/22/2004	12:50	Will Return in Mail		
			11/29/2004	9:00	Received in mail-Complete	X	
Killeen Machine +	39 Hermon Street	(508) 757-9511	11/22/2004	12:55	complete	X	

Tool								
Centro Las Americas	17 Sycamore Street	(508) 755-4918	11/22/2004	1:13	e-mail- executiveassist@centrolasamericas.org			
			11/23/2004	10:00	e-mailed			
Ed's Used Cars	786 Main Street	(508) 757-1826	11/22/2004	1:17	No answer			
			11/23/2004	10:50	Call Back talk to John			
Emmanuel Baptist Church	715 Main Street	(508) 756-0009	11/22/2004	1:19	Call Back			
			11/23/2004	10:22	Call Back			
General Realty Corp.	667 Main Street	(508) 756-3897	11/22/2004	1:23	Answering Machine			
Iglesia Cristiana La Hermosa	778 Main Street	(508) 755-2907	11/22/2004	1:26	Answering Machine			
Gertrude Levitsky	810 Main Street	(508) 754-4075	11/22/2004	1:29	Call Back			
			11/23/2004	10:25	Call Back			
M+L Garage	779 Main Street	(508) 753-3755	11/22/2004	1:32	fax			
			11/23/2004	10:52	fax			
Hong Thi Nguyen	817 Main Street	(508) 752-0661	11/22/2004	1:35	Call Back			
			11/23/2004	10:29	complete		X	
Pip Foundation	701 Main Street	(508) 757-8331	11/22/2004	1:40	complete		X	
Pappas Industrial Parks	651 Main Street	(617)423-9082	11/22/2004	1:43	Number no longer in service			
Piyush Patel	842 Main Street	(508) 277-1457-cell	11/22/2004	1:53	complete		X	
Julio Romero	24 Charlton Street	(508) 791-4767	11/22/2004	1:56	fax			
			11/23/2004	10:54	fax			
	709 Main Street	(508) 791-4767	11/22/2004	1:56	fax			
			11/23/2004	10:54	fax			
S+O Realty	831 Main Street	(508) 792-1599	11/22/2004	2:07	No answer			
			11/23/2004	10:56	Call Back			
SBP Realty Trust	689 Main Street	(508) 791-4317	11/22/2004	2:14	Call in the am			
			11/23/2004	10:35	Hung up on me			
United Realty Corp	820 Main Street	(508) 754-5871	11/22/2004	2:21	Will Call Back			
W.H. Graham	838 Main Street	(508) 754-1717	11/22/2004	2:23	Answering Service			

Wellington Shamrock Limited	47 Murray Avenue	(508) 756-0842	11/22/2004	2:28	complete	X	
Worcester Boys Club	2 Ionic Avenue	(508) 754-2686	11/22/2004	2:32	Call Back		
			11/23/2004	10:39	Out of office, call back		
Worcester Community Housing	805 Main Street	(508) 756-4507	11/22/2004	2:36	No answer		
			11/23/2004	11:01	No answer		
Community Builders	674 Main Street	(508) 756-4507	11/22/2004	2:38	Answering Machine		
			11/29/2004	9:00	Received in mail-Complete		X
	660 Main Street		11/29/2004	9:00	Received in mail-Complete	X	
Worcester Masonic Lodge	1 Ionic Avenue	(508) 752-9321	11/22/2004	2:41	Call Rose Johnson between 9am-12pm		
			11/23/2004	10:44	complete	X	
Wesley Zabek	8 Lagrange Street	(508) 753-6179	11/22/2004	2:43	Answering Machine		
Sion Mills Limited	93 Grand Street	(508) 752-1322	11/29/2004	1:44	Call between 8:30-11:00am		
Blake Rose Corporation	7 Jackson Street	(508)-798-7853	11/19/2004	11:45	Called Me- Complete	X	
Six Twenty Seven Development Trust	627 Main Street	(508) 798-8844	11/19/2004	11:30	Called Me- Complete	X	

B Letter

November 17, 2004

Dear Property Owner:

I am a student from Worcester Polytechnic Institute working with the City of Worcester and the Arts District Partnership to create a property census database for the Arts District, located in the Main South Street vicinity in Worcester. This database could benefit you if you are looking to sell or rent space, and it will provide information to promote available properties in the district to potential developers.

To complete the database, we need various types of information about each building such as average rent, square footage of units, and number of residential and commercial occupants. Much of this information can only be found through you as the owner. Attached is a data collection that includes categories of which I am still missing information from your property (if you own multiple properties in the area you will receive, and we ask you to return one form for each property). To complete our work it is pertinent that we receive this information as soon as possible. There are two options for getting the data to us.

- 1) Fill out the form and mail it back to us;
- 2) We will follow up with a phone call in the next few days and you can provide the information over the phone.

As mentioned I will be in contact with you by telephone to answer any further questions that you may have. Information can be returned to me by mail in the self-addressed stamped envelope, fax, e-mail, or telephone (information below), whichever is most convenient.

Thank you in advance,

Nicole Prego

508-756-8585
(F) 508-831-5485
e-mail arts-b04@wpi.edu



ARTS DISTRICT PARTNERSHIP

Co-chairs
David Leach and Erin Williams

Wilson Abreu
Angie Blotta
Lisa Barthelson
Nadia Beard
Lora Brueck
Kathleen Corcoran
Jack Foley
Barbara Haller
Ron Haydon
Scott Hayman
Jon Juhl
Ann T. Lisi
Richard MacPherson
Ann McTigue
Peggy Middaugh
Laurie Ross
Steve Teasedale
Poly Traina
Frank Zitomersky

Arts District Partnership c/o Erin Williams
Room 309 City Hall Worcester, MA 01608
Tel.: 508-799-1523
williams@ci.worcester.ma.us
www.worcestermass.org/culture

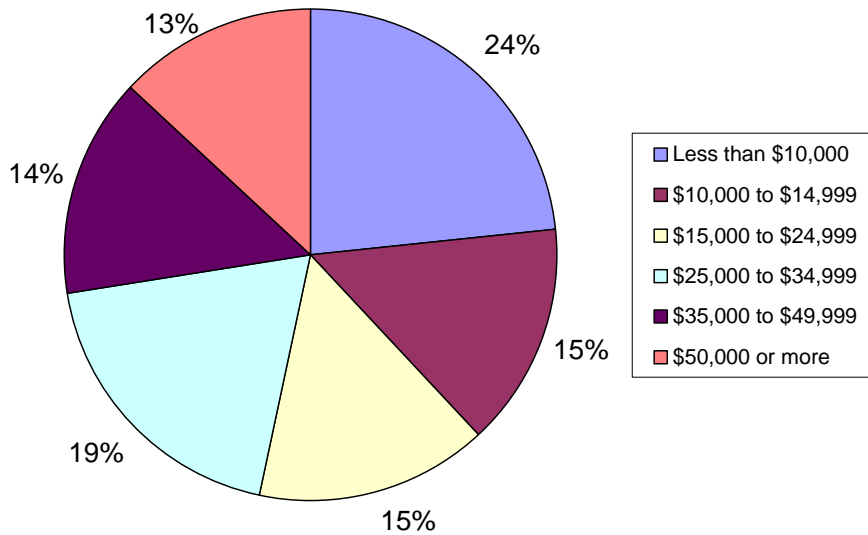
C Demographics of Main South

Income Data

Data Set: Census 2000 Summary File 1 100-Percent Data		
Worcester County, Massachusetts		
INCOME IN 1999	Total #	Fraction
Less than \$10,000	287	23%
\$10,000 to \$14,999	182	15%
\$15,000 to \$24,999	190	15%
\$25,000 to \$34,999	237	19%
\$35,000 to \$49,999	179	14%
\$50,000 to \$74,999	103	8%
\$75,000 to \$99,999	38	3%
\$100,000 to \$149,999	20	2%
\$150,000 to \$199,999	0	0%
\$200,000 or more	0	0%
Total (Households)	1,236	100%
Median household income (dollars)		\$23,029.00
Per capita income (dollars)		\$14,227.00

For Graph		
Less than \$10,000	287	23%
\$10,000 to \$14,999	182	15%
\$15,000 to \$24,999	190	15%
\$25,000 to \$34,999	237	19%
\$35,000 to \$49,999	179	14%
\$50,000 or more	161	13%
Total (Households)	1,236	100%

1999 Income for Arts District Residents



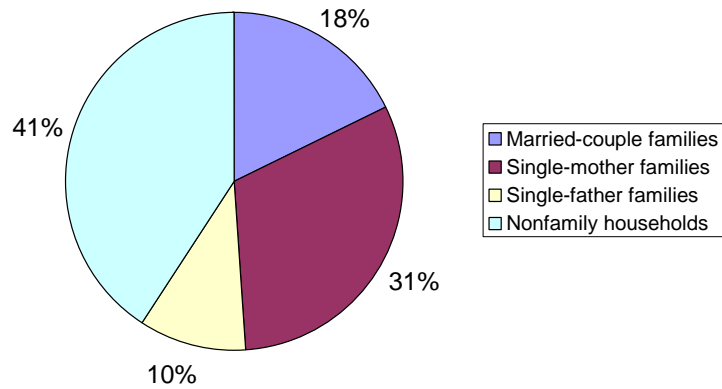
Poverty Data for Arts District Households

Poverty Status	All income levels	Below poverty level	% below poverty level	Average income deficit
Families	753	291	38.65%	\$7,488.00
With related children under 18 years old	518	241	46.53%	n/a
Married-couple families	371	88	23.72%	\$8,533.00
Single-mother families	283	152	53.71%	\$6,541.00
Single-father families	99	51	51.52%	n/a
Nonfamily households	483	201	41.61%	n/a
Total	1236	492	39.81%	(X)

Poverty Status	Below poverty level	% of poverty level households
Families	291	59.15%
Married-couple families	88	30.24%
Single-mother families	152	52.23%
Single-father families	51	17.53%
Nonfamily households	201	40.85%
Total	492	100.00%

For Graph Poverty Status	Below poverty level	% of poverty level households
Married-couple families	88	17.89%
Single-mother families	152	30.89%
Single-father families	51	10.37%
Nonfamily households	201	40.85%
Total	492	100.00%

Type of Household in Poverty



Poverty is a key issue when analyzing income levels, especially in the case of the Worcester Arts District, where 53% of the population earns less than \$25,000 a year. No universal definition of poverty exists because each federal agency uses different guidelines and formulas to determine poverty status. Poverty guidelines are fluid meaning they can fluctuate due to the size of a person's family or household. They can also vary due to the number of eligible income-earning people living at the residence. The Office of Management and Budget (OMB) established one official measure of poverty in Statistical Policy Directive 14 (U.S. Census Bureau, 2004). The U.S. Census Bureau uses its own formula to calculate poverty levels, which is intended to be used as a statistical yardstick reflecting family needs. U.S. Census Bureau determines poverty based on poverty thresholds as opposed to poverty guidelines. This inflates the poverty numbers slightly because poverty thresholds are higher dollar levels than poverty guidelines (i.e. used by Department of Health and Human Services).

All types of income (e.g. pre-tax wage earnings, Social Security, and rent) received are included in the Census Bureau's poverty calculations except noncash benefits such as food stamps or housing subsidies (U.S. Census Bureau, 2004). Capital gains or losses are excluded. If the person lives with a family the total family income is evaluated for poverty status. All members of the family are assigned the same poverty status. If a group of non-related people is living together, then they are analyzed on an individual basis. Each person or family is assigned one out of 48 possible poverty thresholds, which is updated annually for inflation using the Consumer Price Index for All Urban Consumers (U.S. Census Bureau, 2004). These thresholds were originally derived in 1963-64 using the U.S. Department of Agriculture food budgets designed for families under economic stress and data about what portion of their income families spent on food (U.S. Census Bureau, 2004). Once the family income value is determined, it is divided by the appropriate threshold. If the ratio of income to poverty is greater than one, then the family is not in poverty. If the ratio is less than one, then the family is classified as being in poverty.

Unrelated individuals under the age of 15 cannot have their poverty status determined thus being excluded from the population eligible for being classified as impoverished. People living in prison, nursing homes, college dormitories, military

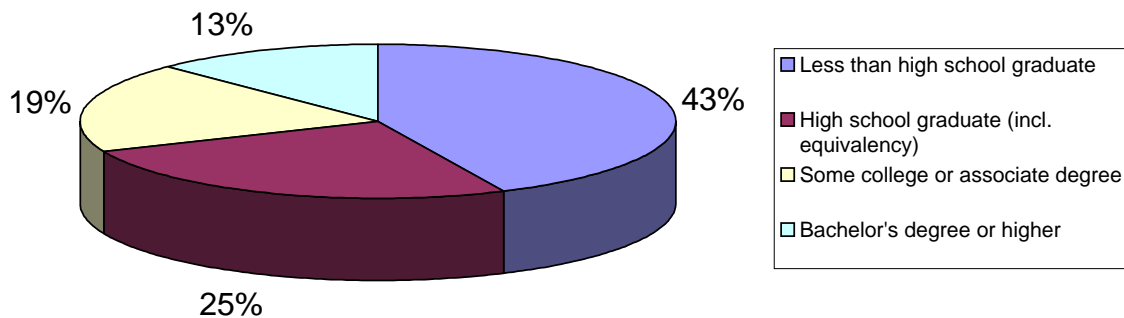
barracks, and living situations without conventional housing (also not in shelters) cannot have their poverty status determined (U.S. Census Bureau, 2004).

Education Data for Arts District Residents

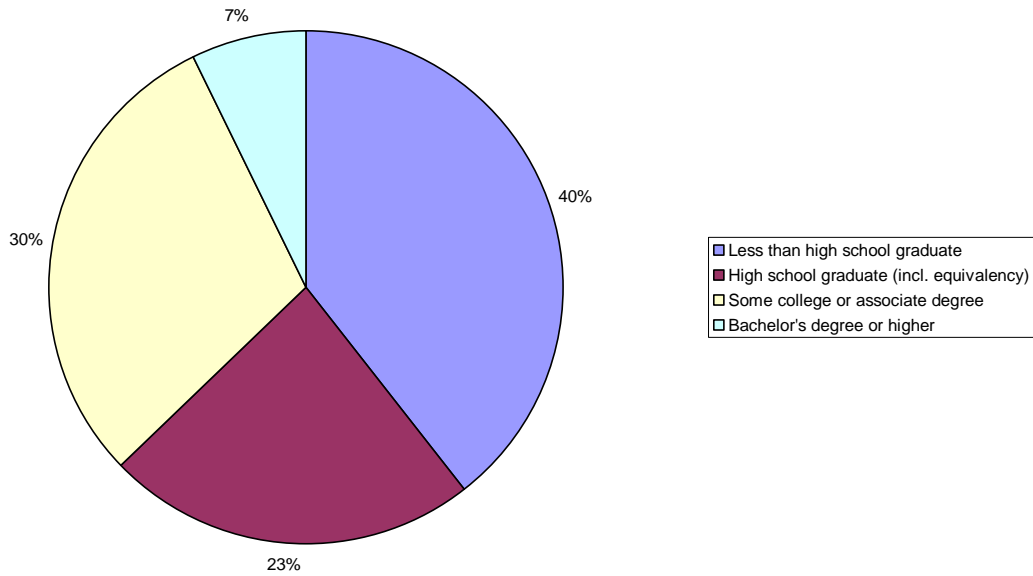
Data Set: Census 2000 Summary File 1 100-Percent Data				
Worcester County, Massachusetts				
EDUCATIONAL ATTAINMENT	Total #	Fraction		
Less than high school graduate	193	39%		
High school graduate (incl. equivalency)	115	23%		
Some college or associate degree	147	30%		
Bachelor's degree or higher	36	7%		
Total (Population 18 to 24 years)	491	100%		
Less than 9th grade	329	16%		
9th to 12th grade, no diploma	571	28%		
High school graduate (includes equivalency)	530	26%		
Some college, no degree	242	12%		
Associate degree	90	4%		
Bachelor's degree	179	9%		
Graduate or professional degree	104	5%		
Total (Population 25 years and over)	2,045	100%		
Total (Population 18 years and over)	2,536	100%		
Total Population with high school diploma or higher	1443	57%		
Total Population with bachelor's degree or higher			319	13%

Total For Graph				
Education Level	Total #	Fraction		
Less than high school graduate	1093	43%		
High school graduate (incl. equivalency)	645	25%		
Some college or associate degree	479	19%		
Bachelor's degree or higher			319	13%
Total			2536	100%

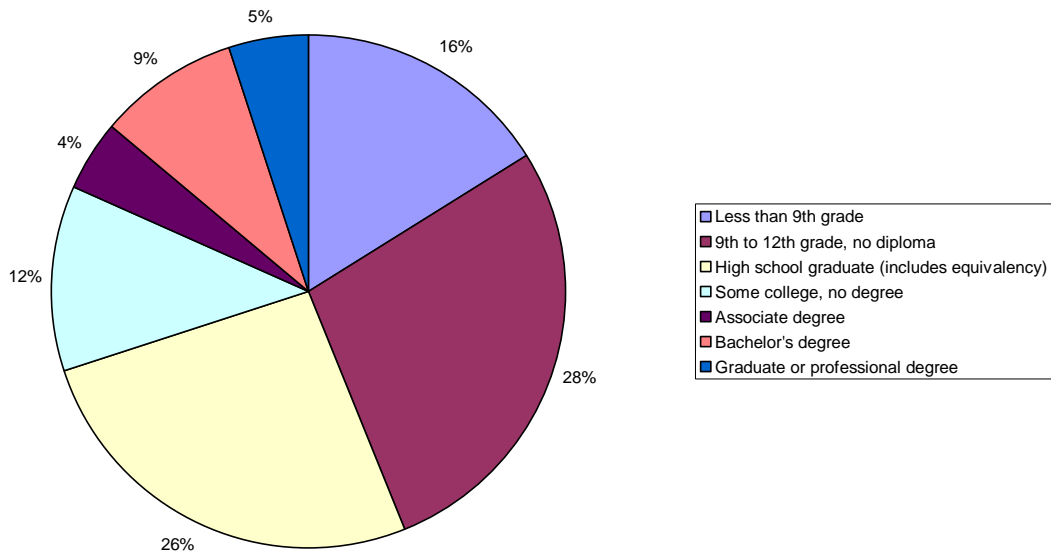
Education Levels for Arts District Residents



Education of Arts District Residents 18 to 24 years old



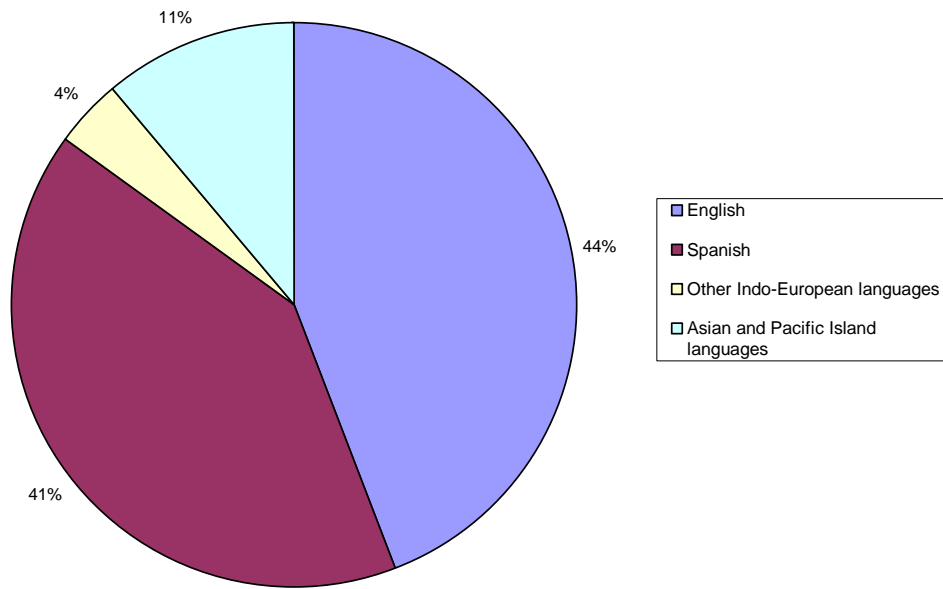
Education Level of Arts District Residents over the Age of 25



Language Data for Arts District Residents

Data Set: Census 2000 Summary File 1 100-Percent Data				
Worcester County, Massachusetts				
LANGUAGE SPOKEN AT HOME	Total #	Fraction		
English	1,450	44%		
Spanish	1,347	41%		
Other Indo-European languages	131	4%		
Asian and Pacific Island languages	364	11%		
Total (Pop. 5 years and over)			3,292	100%

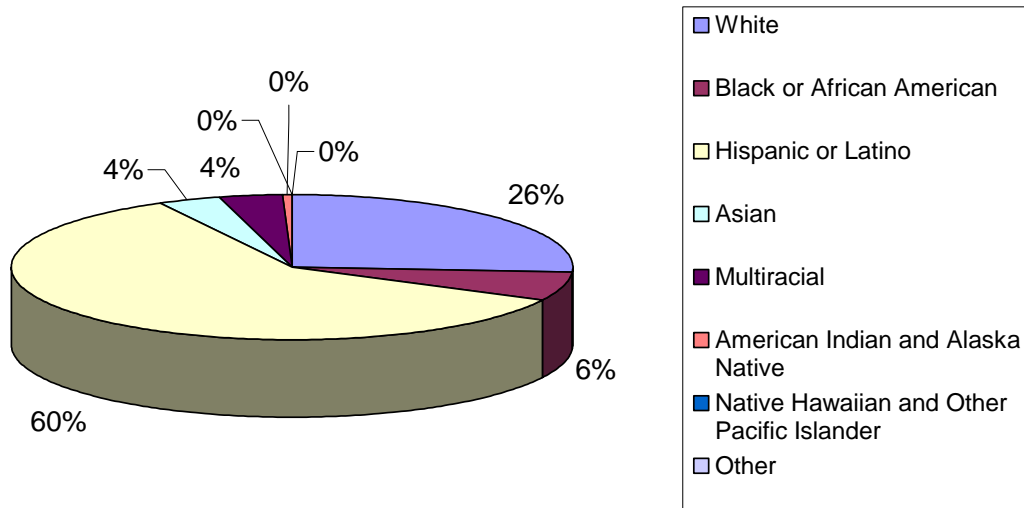
Predominant Language Spoken in Arts District



Race Data for Arts District Residents

Data Set: Census 2000 Summary File 1 100-Percent Data					
Worcester County, Massachusetts					
	Census Tracts				
Race	7313	7317	7314	Total	Fraction
White	63	143	140	346	26%
Black or African American	29	39	18	86	6%
Hispanic or Latino	353	170	268	791	60%
Asian	31	8	10	49	4%
Multiracial	28	11	11	50	4%
American Indian and Alaska Native	3	2	0	5	0%
Native Hawaiian and Other Pacific Islander	0	0	0	0	0%
Other	1	0	0	1	0%
Total	508	373	447	1328	100%

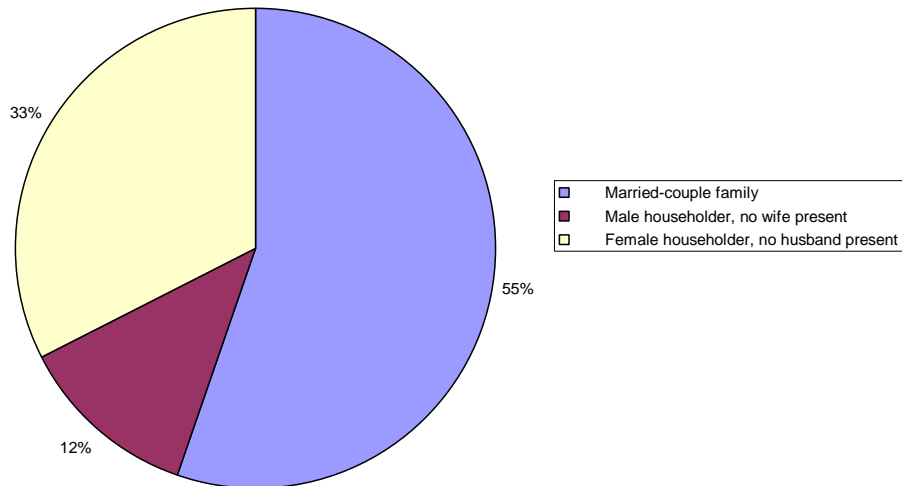
Race of Residents



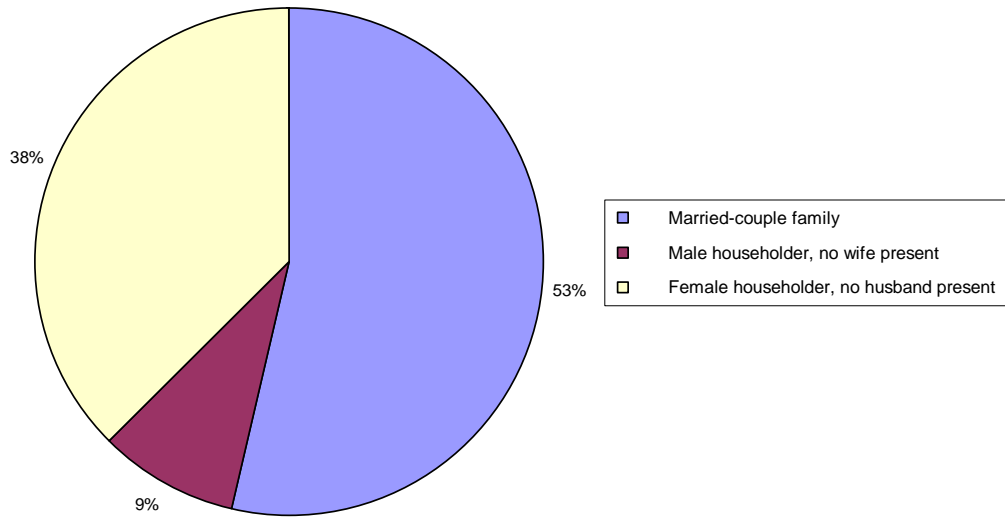
Household Data for Arts District Residents

Data Set: U. S. Census Bureau Census 2000					
Summary File 1 100-Percent Data					
Worcester County, Massachusetts	Census		Tracts		
Household Type	7313	7317	7314	Total	Fraction
1-person household:	93	89	35	217	47%
Male householder	72	56	23	151	70%
Female householder	21	33	12	66	30%
2 or more person household:	110	55	76	241	53%
Family households:	92	50	70	212	88%
Married-couple family	53	30	34	117	55%
With own children under 18 years	33	17	23	73	62%
No own children under 18 years	20	13	11	44	38%
Male householder, no wife present	14	10	2	26	12%
With own children under 18 years	7	4	1	12	46%
No own children under 18 years	7	6	1	14	54%
Female householder, no husband present	25	10	34	69	33%
With own children under 18 years	15	7	29	51	74%
No own children under 18 years	10	3	5	18	26%
Nonfamily households:	18	5	6	29	12%
Male householder	14	1	4	19	66%
Female householder	4	4	2	10	34%
Total:	203	144	111	458	100%

Family households in Arts District



Family Style of Children under 18 Years of Age Living in Arts District



Age and Gender Data for Arts District Residents

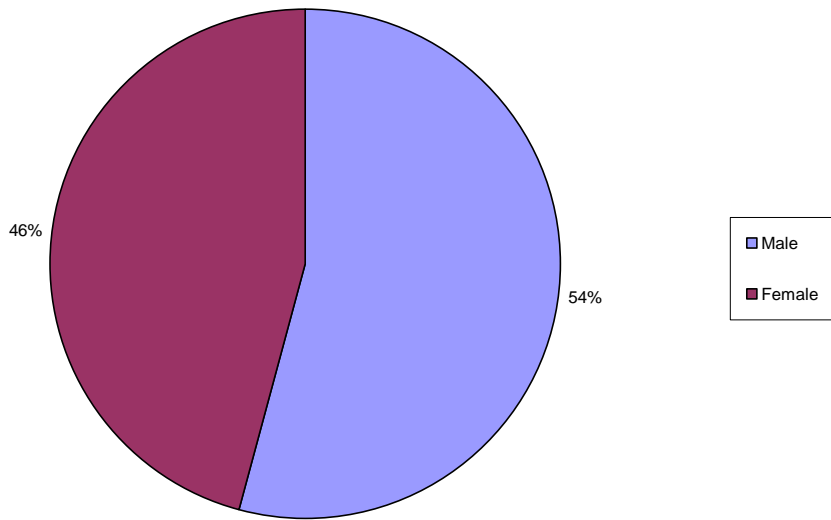
Data Set: Census 2000 Summary File 1 100-Percent Data					
Worcester County, Massachusetts					
		Census Tracts			
Age	7313	7317	7314	Total	Fraction
Male:	299	205	214	718	54%
Under 15 years	51	27	60	138	19%
15 to 19 years	27	7	21	55	8%
20 to 29 years	75	32	26	133	19%
30 to 39 years	67	38	26	131	18%
40 to 49 years	35	52	21	108	15%
50 to 59 years	25	32	11	68	9%
60 to 69 years	17	14	14	45	6%
70 to 79 years	2	3	18	23	3%
80 years and over	0	0	17	17	2%
Female:	209	168	233	610	46%
Under 15 years	56	30	62	148	24%
15 to 19 years	19	9	9	37	6%
20 to 29 years	36	34	29	99	16%
30 to 39 years	30	27	31	88	14%
40 to 49 years	49	35	16	100	16%
50 to 59 years	10	22	16	48	8%
60 to 69 years	6	7	17	30	5%
70 to 79 years	3	2	24	29	5%
80 years and over	0	2	29	31	5%
Total:	508	373	447	1328	100%

	For Graph			
Age	Male	Female	Age Total	Percentage
Under 20 years	193	185	378	28%
20 to 40 years	264	187	451	34%
40 to 60 years	176	148	324	24%
60 years and over	85	90	175	13%
Gender Total	718	610	1328	100%

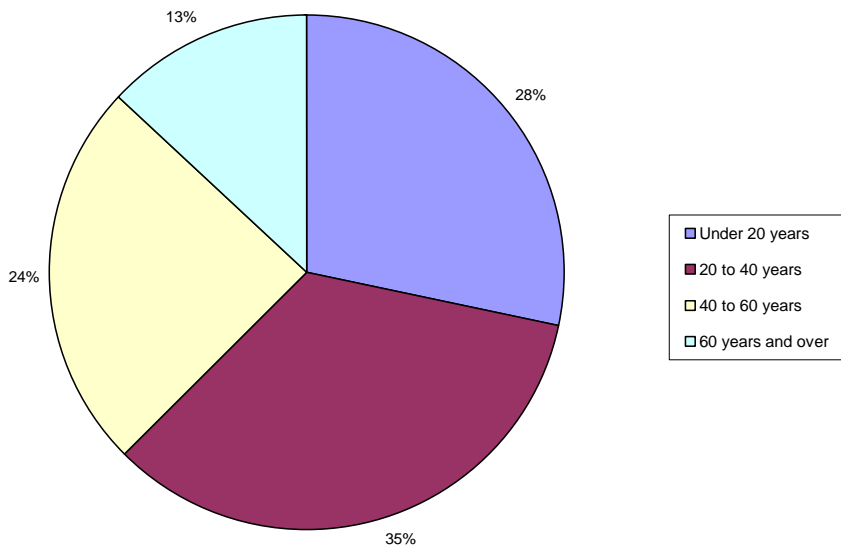
Age	Male	Percentage		
Under 20 years	193	27%		
20 to 40 years	264	37%		
40 to 60 years	176	25%		
60 years and over			85	12%
Total			718	100%

Age	Female	Percentage		
Under 20 years	185	30%		
20 to 40 years	187	31%		
40 to 60 years	148	24%		
60 years and over			90	15%
Total			610	100%

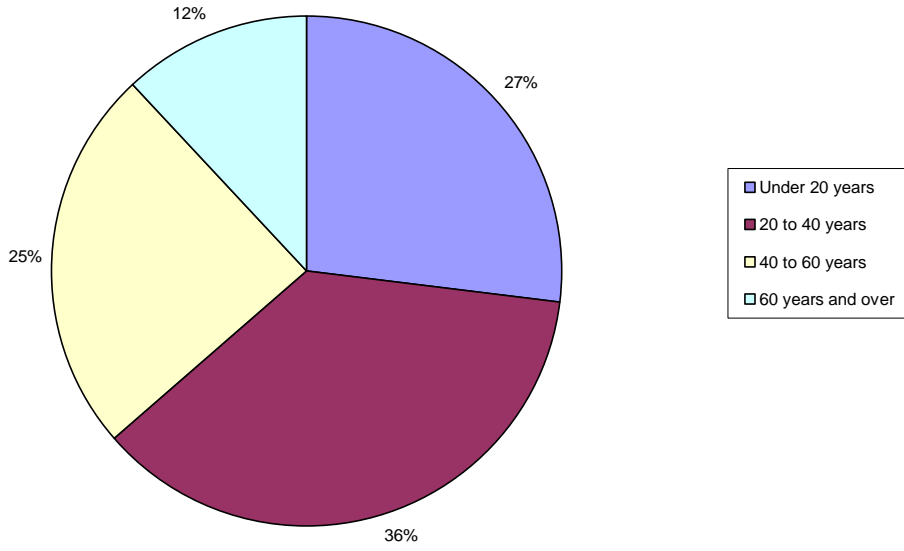
Gender Makeup of Arts District



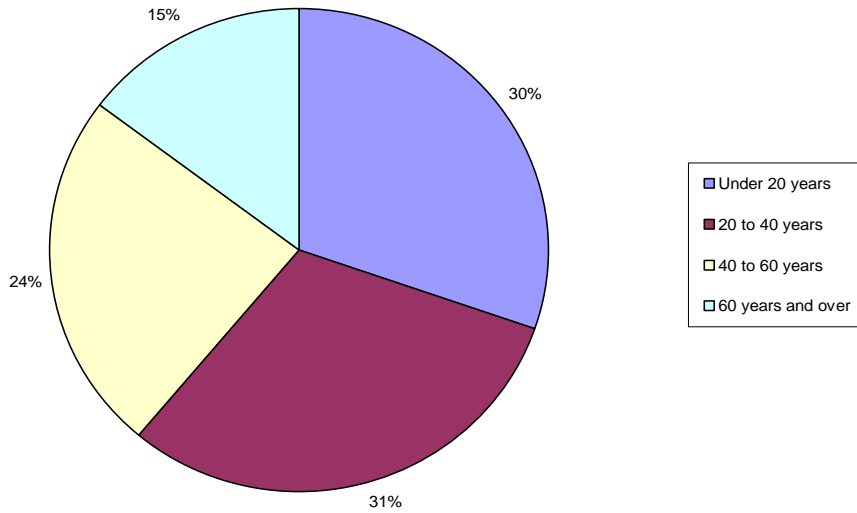
Age of Arts District Residents



Males by Age Living in the Arts District



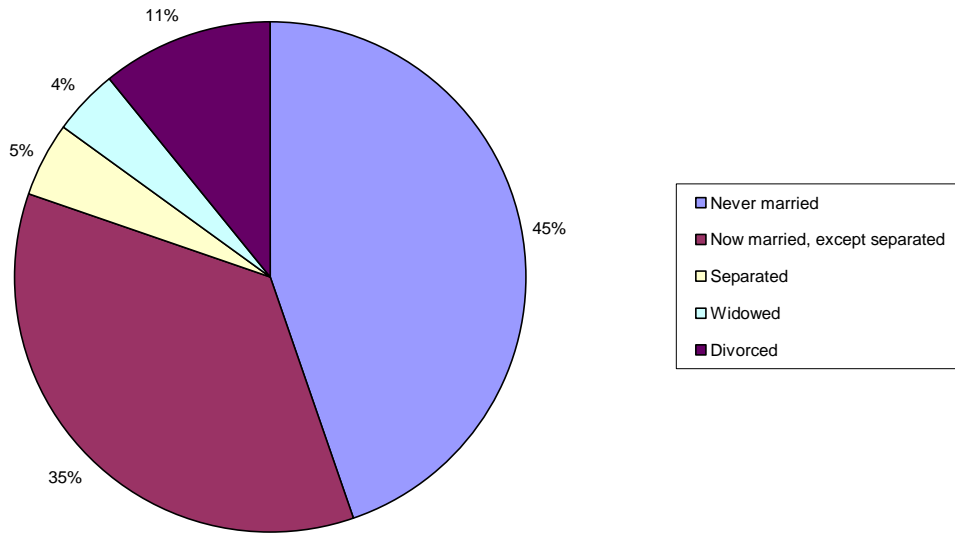
Females by Age Living in Arts District



Marital Status Data for Arts District Residents

Data Set: Census 2000 Summary File 1 100-Percent Data				
Worcester County, Massachusetts				
MARITAL STATUS	Total #	Percent		
Never married	1,200	44.78%		
Now married, except separated	950	35.45%		
Separated	126	4.70%		
Widowed	115	4.29%		
Female	96	83.48%		
Male	19	16.52%		
Divorced	289	10.78%		
Female	155	53.63%		
Male	134	46.37%		
Total (Pop. 15 years and over)			2,680	100.00%

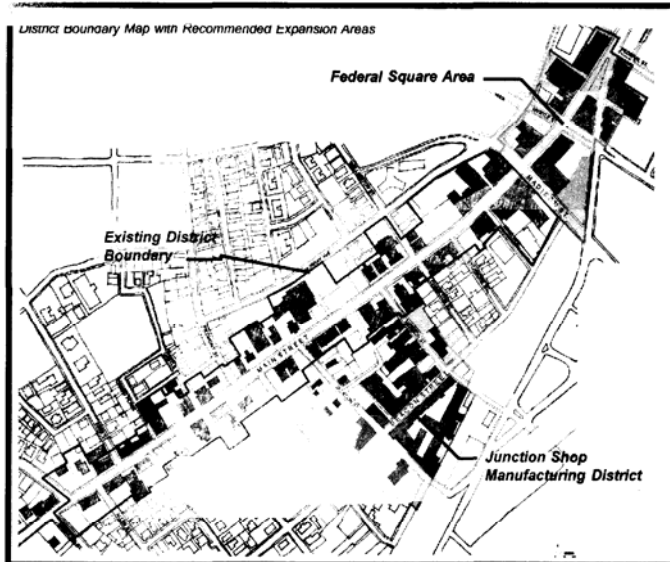
Marital Status of Current Arts District Residents



D Artist Survey

WORCESTER: Creating a Home FOR THE ARTS

Artists' Survey



What is the purpose of this survey?

Artists and creative individuals are encouraged to participate in Worcester's developing Arts District and other emerging creative environments in the City. This survey is designed to determine housing, studio, marketing and financial needs of artists and creative people of all disciplines. Understanding the unique needs of artists is essential for the creation of physical space, marketing and financial incentive programs. Results of this survey will be used to help meet the specific needs of artists by guiding property developers with the logistical information necessary to create loft housing/studio space and guide the City in developing marketing and financial programs of greatest benefit and incentive to artists.

Who is conducting this survey?

This artist survey is being administered by the Arts District Partnership with technical assistance from Worcester Community Project Center at WPI, on behalf of City of Worcester, Arts District Partnership and the Worcester Cultural Coalition.

Who should complete this survey?

Artists of all disciplines, arts administrators, visual and performing arts instructors and students, and all others interested in living, working, conducting business in a creative environment.

What is the Worcester Arts District?

The Arts District in Worcester is a public/private cultural economic development initiative intended to provide a vibrant, and engaging place to live, work and visit. The Arts District, situated in the City's Main South section located in downtown Worcester, is becoming a home to artists and others working in creative endeavors. The goal is to revitalize the existing historic structures and other under-used buildings in the neighborhood, in a creative and economically stimulating manner. The District will become a regional draw for people wanting to rediscover their heritage, buy unique handcrafted items and fine art, participate in arts events, and appreciate public art and creative landscaping.

History of the Worcester Arts District

The idea and need for an Arts District with artists live-work, studio, exhibition, and performance space took root during a City Council Candidates' Forum on the Arts when local artists asked the City for support in the development of an Arts District. Shepherded by ARTSWorcester, a nonprofit artist advocacy organization, an Arts District Zone Overlay was established and adopted by the City of Worcester, which created appropriate zoning to encourage cultural redevelopment. Since that time, ARTSWorcester relocated its offices and gallery to the District, a Cultural Development Officer was hired by the City, in partnership with the Worcester Cultural Coalition, to support the development of the District; several redevelopment projects in the District have been completed, including a community supermarket, an organic food co-op/retail art gallery, and over 100 units of mixed-income loft housing and arts-incubator space (forthcoming).

The Arts District Partnership, comprised of a broad cross-section of stakeholders in the area, now oversees the development of the Arts District. With the planning

phase for the Worcester Arts District now finalized, undertaking an artist survey will aid in the implementation phase of the Master Plan. Our mission is to establish artists and creative organizations in the Arts District and beyond. If you are not interested in moving into the Arts District, yet desire an artist friendly live/work location, please complete this survey as well and define the area in which you seek residence.

To check out the Arts District Master Plan for Worcester, MA, log on to www.worcestermass.org/culture and click on "Arts District." For further information, contact Erin Williams, Cultural Development Officer, at 508-799-1523 or email at williamse@ci.worcester.ma.us.

This survey is also available online at www.worcestermass.org/culture. Please complete only one survey per person.

This project sponsored and supported by:



Survey Instructions:

This survey is broken down into six major sections that include an occupational, home, personal, and an optional student section. The final student section is optional for full and part-time students to complete. Please answer all questions to the best of your ability. We appreciate the time that you take to complete this survey and your support.

SECTION 1: OCCUPATIONAL Please tell us about your current working situation and preferences concerning art. Answer all that apply.

1.1 Please check your primary art interests:

- Ceramics Performance Art
- Dance Theater/Acting
- Sculpture Crafts
- Photography Printmaking
- Textiles Painting
- Music (Vocal/Instrumental/Choreography)
- Video/Film Installation
- Poetry/Creative Writing/Literature
- Art Teacher/Professor
- Arts Administrator
- Graphic Arts/Design
- Other _____

1.2 Do you have studio/work space dedicated solely to your art (studio/work-only space)?

- Yes No (If no, skip to question 1.3)

If yes:

1.2a Do you currently own or rent this studio/work space?

- Rent Own Rent to own
- Do not rent or own Included in tuition

1.2b Including yourself, how many people share this studio/work space with you?

1.2c How much do you pay monthly, for this space, including utilities?

\$ _____

1.2d What is the size of this work space? (in square feet)

- Less than 250 251-500
- 501-750 751-1000
- 1001-1500 1501-2000
- More than 2000

1.2e How satisfied are you with your current space? (5 being most satisfied)

1 2 3 4 5

1.3 Do you need studio/work space or are you interested in relocating your studio/work space?

- Yes No

1.4 What is the amount of space that you would need for studio/work space? (in square feet)

- Less than 250 251-500
- 501-750 751-1000
- 1001-1500 1501-2000
- More than 2000

1.5 Would you prefer to:

- Rent Rent to Own
- Own Other: _____

What is the maximum amount that you could afford to buy property for combined live/work space?

1.6 What is the maximum monthly amount you would consider paying for your studio/work space (including utilities)?

- Less than \$200 \$201-\$300
- \$301-\$400 \$401-\$500
- \$501-\$600 \$601-\$700
- \$701-\$800 \$801-\$900
- \$901-\$1000 More than \$1000

1.7 Please rank, by importance, the following scenarios for your studio/work space:

	Least				Most
Renting	1	2	3	4	5
Renting with an option to buy	1	2	3	4	5
Buy	1	2	3	4	5
Owning shares in a co-op with other artists	1	2	3	4	5

1.8 Which would you prefer:

- Already developed space
- Undeveloped space
- No preference

1.9 Please check all that you require in your studio/work space:

- Natural light
- Reinforced floors
- Special electrical wiring
- Dark room
- High ceilings
- Special ventilation

- Special plumbing
- Oversized doors
- Elevator access
- High speed internet
- Sound proofing
- Available fire sources
- Loading dock
- Safety requirements
- Other _____

1.10 Would you move or open studio/work space in the Worcester Arts District?

- Yes No

Please explain why or why not:

1.11 Would you consider opening studio/work space in a different area of Worcester?

- Yes No

If yes, please list geographic area of interest:

1.12 What factors would encourage you to open studio/work space in the Worcester Arts District?

SECTION 2: HOME Please tell us about your current living arrangements and needs.

2.1 Where do you live (city, state, zip)?

2.2 How many people share your living space?

Total adults (18+ years): _____
Total children (under 18): _____

2.3 Do you currently:

Rent Rent to own
 Own Other: _____

2.4 How much do you pay monthly for this living space, including utilities?

\$ _____ Do not pay for living space

2.5 What is the size of this living space? (in square feet)

Less than 500 501-750
 750-1001 1001-1250
 1250-1500 1501-1750
 1751-2000 2001-2250
 2250-2501 2501-2750
 2750-3000 3001-3250
 3251-3500 More than 3500

2.6 Would you prefer to:

Rent Rent to Own
 Own Other: _____

What is the maximum amount that you could afford to buy property for living space? \$ _____

2.7 Would you consider living in the Worcester Arts District?

Yes No

Please explain why or why not:

2.8 Would you consider moving to a different area of Worcester?

Yes No

If yes, please specify geographic area of interest:

2.9 What factors would encourage you to move to the Worcester Arts District?

SECTION 3: LIVE/WORK SPACE The following questions have to do with combined live/work space.

3.1 Which scenarios would you consider?

Studio/work space combined with your living space:

Yes No

Studio/work space separate, but in the same building as living space:

Yes No

Studio/work space at a separate location than living space:

Yes No

Cooperative studio/work space in the same building with other artists:

Yes No

Other: _____

3.2 What is the amount of space that you would need for a combined live/work space? (in square feet)

Less than 500 501-1000
 1001-1500 1501-2000
 2001-2500 2501-3000
 3001-3500 More than 3500

3.3 What is the maximum amount you would consider paying for a combined live/work space (including utilities) per month?

Under \$200 \$201-\$300
 \$301-\$400 \$401-\$500
 \$501-\$600 \$601-\$700
 \$701-\$800 \$801-\$900
 \$901-\$1000 \$1000-\$1250
 \$1251-\$1500 More than \$1500

3.4 Would you prefer to:

Rent Rent to own
 Own Other: _____

What is the maximum amount that you could afford to buy property for combined live/work space? \$ _____

3.5 If there was an all-purpose community art center available to you, which would you prefer?

It is in the same building as my living space.
 It is in a separate building than my living space.
 It does not appeal to me.

3.6 Would you consider having combined live/work space in the Worcester Arts District?

Yes No

Please explain why or why not:

SECTION 4: SHORT ANSWER SECTION Your input is greatly appreciated and will be most helpful to the success of the Art District.

4.1 What conveniences (nearby shopping, transportation, etc.) would be most important to you in a live and/or work community?

4.2 Are there any types of marketing strategies, financial services, or other support that would entice you to move to an Arts District in Worcester?

4.3 Are there any specific arts events that you would like to see happen in the Worcester Arts District?

4.4 General Comments/Suggestions:

SECTION 5 (OPTIONAL): STUDENT SECTION

If you are currently a student please fill out the following section. If not, please skip ahead to the Personal Section.

5.1 What school do you attend?

5.2 Does the idea of a living/working community specifically for artists appeal to you?

- Yes No

Please explain why or why not:

5.3 Would you choose live/work space in the Worcester Arts District if it were included in your tuition or was part of your schooling?

- Yes No

5.4 Do you plan on living in the Worcester Arts District after graduation?

- Yes No

Undecided

Please explain why or why not:

SECTION 6: PERSONAL Please tell us some general information about yourself.

6.1 Please select your age group:

- 18-25 yrs. 26-40 41-60

- 51-60 61-70 71+

6.2 What is your gender?

- Male Female

6.3 Marital Status:

- Single Spouse/Partner

6.4 What is your ethnic background?

- Hispanic African-American

- Asian Native American

- Caucasian/White/Non-Hispanic

- Other: _____

6.5 What is your primary mode of transportation?

- Bike Car Bus

- Walking Train Car Pool

- Other: _____

6.6 Would you require parking for your live space?

- Yes No

6.7 Would you require parking for your work/studio space?

- Yes No

6.8 Please indicate your present career Status (please check all that apply):

- Full-time employment (non-arts related)

- Full-time employment (arts-related)

- Part-time employment (non-arts related)

- Part-time employment (arts related)

- Unemployed

- Student (full-time or part-time)

- Self-employed, please explain:

- Other: _____

6.9 Which range best represents your annual household income?

- Under \$10k \$10k-\$20k

- \$21k-\$45k \$46k-\$60k

- \$61k-\$75k \$76k-\$100k

- \$100k+

6.10 Please indicate which percentage of your income comes from your art or work involving art?

- None Less than 10%

- 10%-25% 25%-50%

- 50%-100%

Personal Contact Information

Thank you for your time. Your participation is highly valued. If you would like to receive further information about the development of this project please leave your contact information.

Name: _____

Address: _____

Phone #: _____

Email: _____

Please complete and return this survey to:

Erin Williams
Room 309 City Hall
455 Main Street
Worcester, MA 01608

williamse@ci.worcester.ma.us

E Open Ended Question Results

Open Ended Questions

Question #: 1.10b

Question: Why or Why not would you move or open studio/work space in the Worcester Arts District?

Results Table:

Category	Total #	Percentage
Positive	82	52.56%
Artist Community	21	25.61%
Affordability	16	19.51%
Help Worcester and AD development	11	13.41%
Need/Interested in Space	13	15.85%
Good Location	8	9.76%
Already live or work in AD	6	7.32%
New Experience/ Excited	4	4.88%
Other	3	3.66%
Negative	55	35.26%
Poor Location	13	23.64%
Can't/Don't want to move	22	40.00%
Skeptical about AD	5	9.09%
Safety and Comfort concern	13	23.64%
Other	2	3.64%
Indifferent	19	12.18%
Total	156	100.00%
Total # of Responses	148	

(4 non-responses)

Coding Scheme:

WHY: (53%)

Artist Community: (26%)

1. Artistic community support
2. for the community and for the visibility

3. I feel that having a live/work studio near other artists creates opportunities and exposure. This type of environment also pushes my own creativity.
4. I would move to any vibrant arts community that allows me a decent live/work space at a reasonable price.
5. I'd be happy to work with actors; that said, the actual writing of plays requires nothing more than a space to be left alone in.
6. delight in being part of a community.
7. being around other artists, in an environment that is accepting and supportive, dramatically enhances my inspiration, creativity and mood. it makes the creative process less stressful for me. right now, I'm on my own and have to leave my work/studio space to interact with other creative souls, and that is far from ideal.
8. Because I would love to work around other artists in an encouraging environment where I can not only create my own work, but I can be inspired by other people's work.
9. If I were to relocate, I would consider the Arts District provided there were enough other artists there. Being with other artists would be the primary reason I would move, the second reason would be for additional space.
10. I would like to say connected to other Worcester artist
11. I want to be where all of the creative juices are flowing to help my inspiration.
12. I would like to surround myself with art/artists
13. The establishment of a close-knit arts community would create an affinity group to enhance ability, productivity.
14. because a dedicated art community space would unify the ease of use and safety issue of art spaces.
15. Creative environment
16. Worcester's government and private structure seem committed to supporting the arts. I would move to an area that is with other artists for the love there.
17. support of art community
18. found a description of your project and it seems to offer a sense of community and a great way to enrich visitors experiences in Worcester and the chance of earning a living as an artist.
19. Synergy
20. Want to gain from synergies of other artists.
21. To see that part of Worcester developed and to give Worcester artists a place to go.

Affordability: (20%)

1. cost-effectiveness.
2. price,if affordable
3. Yes, because i have difficulty finding affordable work space in the area.
4. My husband and I (also an artist) are looking to buy studio/living space in the Boston Area as our first and hopefully permanent home. *break* Artist's space in Worcester sounds like it could be a more affordable option for us, and we are very much interested in spaces created with artists in mind, especially if it was close to train transportation to Boston. *break*
5. I'd like to find a good place to get work done that I could afford.
6. i feel that worcester is more affordable than boston (an artists market that i often feel shut out of due to price and size restrictions) and an influx of art and artists will only benefit the city and citizens of worcester.
7. The area is affordable and offers interesting spaces. In addition, it's likely to increase in value.
8. I would definitely consider the possibility if it were more cost effective than what I am doing now.
9. it's all dependent on cost.
10. I currently own a living space near the Boston area which I share. My studio is part of my home. I would like to have my own affordable space and would consider moving outside of Boston. I teach in Worcester right now, and have been thinking about the possibilities west of Boston from Worcester to the Northampton area.
11. If I could afford it - the area proposed to be the Worc. Arts district is very convenient. It would also be nice to be working near other creative people
12. Cheaper than other districts.
13. If I could find adequate space for a good price I would consider relocating from Boston.

14. hopefully cheaper rent for living space compared to Uxbridge.

15. Hopefully this survey will show that there is a significant demand for these types of spaces provided they are affordable.

16. to reduce overhead costs, to reduce housing costs

Help Worcester and AD development: (13%)

1. Anything to help with the process.

2. Several people including myself have been waiting for more options in this regard for several yrs. and have been keeping close watch on the developments in the city since the arts district was proposed. *break* Let me qualify that by saying that any mid size city worth its weight in this day and age should have a healthy arts/creative community as one aspect, along with progressive environmental policies, tolerance on all levels, healthy local/independent media, forward looking city government etc.,etc., that make for a vibrant and exciting place to live. Sorry for getting so big picture, but I think that Worcester has the potential to be a great little city on a national/international level (on some levels) if it can inspire its young visionaries to follow in the city's innovative/daring/revolutionary history and make some things happen in the coming generation. But artists space would be a good start.

3. I love Worcester and would like to help in its development as much as possible.

4. great potential to show similar urban areas how the arts and economic development go hand in hand.

5. If Worcester's arts district really seemed like a realistic future, I would be more than happy to be a part of it.

6. good area, want to help out the area.

7. It is close to my residence, and I'm interested in improving the community through culture.

8. to be at center of commercial art "scene", to improve parking situation for our clientele, to improve home ownership possibility, to benefit from increased traffic

9. I know places to work in Worcester. People need people in my profession.

10. The city needs something to bring the heart back to the city. The heartbeat of Massachusetts is currently coding and it needs defibrillator.

11. It's worth to try to bring something to this dead city.

Need/Interested in space: (16%)

1. I would be very interested in renting by the hour for a community photography lab. \$10 an hour would be an amount I would be willing to spend for this community arts service for approx. 10 hours/month.

2. In order to have a studio.

3. I lost my previous studio space in April 2003, and I have not been able to secure a new space that was both affordable, safe and which possessed the natural light I like to have.

4. I am graduating college Spring 2005. I have family and local church in surrounding Worcester areas. It is an ideal location for starting up a dance company and community outreach.

5. Presently living working Cape Cod Hope to sell current house to buy living/studio space in an area with lower real estate prices.

6. Looking to open music studio.

7. My organization would take anything we could get.

8. I would like a studio out side of my house but close to where I live.

9. especially interested in the idea of studio plus loft, to live and work in the same structure or close by.

10. One day I would like to have a studio in the art district or community of the same kind.

11. Back to the point, I would love to have a space in the district (especially) because I want to see a city that I love continue on the path that it is at least looking towards, and who knows, maybe someday down that road become a city that people want to be a part of in the early 21st century.

12. Would like to live/work there also. Have wife and child. Pets.

13. Seems to be a lot of good space there. I would be concerned about developing a recording studio unless I was assured that extraneous noise would not interfere.

Good Location: (10%)

1. It is a central location in the city, and given that is an arts district, it would attract those friendly to our cause.
2. Because it is close to home and close enough to Boston with out paying Boston prices.
3. I love my studio in Boston but not fond of citylife. I want to be out of the city but have access to it. I'd need more nature around me or quicker access to it.
4. Approx equal distance from Providence, Boston & Pioneer Valley.
6. I am the executive director of the Thayer Symphony Orchestra and Community Music School. Though located in Leominster, we consider all of central mass our area of interest and my personal artistic clientele hail from throughout Central New England. Worcester is a great city with loads of potential and my wife and myself would appreciate a living and working space amongst other artists from varied disciplines. Many of the lifestyle/cultural facets of this demographic match us (mid-twenties, semi-affluent, artistic, etc).
6. close to home
7. I could commute to work in Natick much more easily than I commute from Providence. If the space was affordable I would strongly consider moving to Worcester.
8. Worcester is near Boston and a bit of the distance to New York.

Already live or work in AD: (7%)

1. I live in Main South now and would like to eventually have studio space in which to do ceramics.
2. Existing studio is currently in that area.
3. I already live in Worcester, so it would be convenient.
4. Much of the dancing that I do occurs in Worcester, and therefore I would love to be a part of the community
5. I already live here.
6. I live here and like it. This is where my community and work is

New Experience/Excited: (5%)

1. IT WOULD BE EXCITING TO BE IN THE MIX
2. sure. . . I am an artist . . . I am open to new experiences
3. I believe that the city of Worcester is in a great period of growth and I am excited to be a part of that. The closer I can get to the action the better.
4. a new area to explore

Other (4%)

1. I'm in the middle of a move to worcester. And I'm sorry but the buiscuit factory is hardly loft space. In fact I have found no warehouse/living space available to buy despite a city full of big brick buildings perfect for the use. I have contacted many real estate agents to no avail.
2. Right now my wife and I are basically living in a shack/hovel. I am a writer and my wife is a DJ and neither of us have day jobs. We are basically living off her social security and Armed Forces disability, and while we are paying our

bills we are in a really bad situation right now with no real hope on the horizon.

3. In order to go back to teaching the art of drawing & painting

WHY NOT: (35%)

Poor Location: (24%)

1. It is a very poor location for an arts space. Why not locate where the artists already are?
2. Worcester is too far from Boston and my home. I would prefer a space in between Boston and my residence.
3. Traffic from Boston
4. too far from Boston and curators. They don't like to travel for studio visits.
5. Too far away
6. My work is predominantly location. I need to be nearer Logan and the resources available to me in Boston
7. I/we work over an hour away.
8. Not convenient to most of organization's routine operation and offers no direct benefit
9. I'm too far away
10. I use space in the Water St. area and that is already too far for some of my clients.
11. Not interested to live in that part of town
12. Too far away
13. it is too far from my home in Boston.

Can't/Don't want to move: (40%)

1. have my own place in Worcester
2. I already use home
3. Right now I'm at the Sprinkler Factory at Harlow. It really suits my needs, however if it becomes too expensive I would consider moving.
4. I leave and work in Medford, MA.
5. I'm established with a family in Boston. After kids are done with high school (six years from now) I might be interested in moving into the Worcester area.
6. I've really come to like Worcester as a community but I also like my home town and I still hope I have a place and a role to play in that community.
7. I live and work in the Boston area and have no desire to relocate.
8. I have to balance my art with paid work, currently I do not see that balance possible in Worcester.
9. I live on Martha's Vineyard
10. already established in Boston
11. To be perfectly honest I would like to relocate but I am constrained by many circumstances; lack of predictable income and my husband's job requirements being two.
12. I am very happy where I am, I like Worcester, though!
13. I already live nearby in Hudson with family
14. Have space established at 38 Harlow St. Co-founder and co-owner of The Fire Works -- a 3000+ sq. ft. space for Ceramic artists with 12 individually rented studios plus other artists who rent just kiln space.
15. I currently help operate and maintain a not-for-profit ceramics studio in Walpole, MA (Potters Place). I am using the facilities at The Fire Works in Worcester to do a type of firing that is not available in my own studio.
16. unable to move for a few years
17. I don't need a studio.
18. Already own work space

19. Already own work space
20. Because I live in Boston and I'm going to school there.
21. My current space is in my own home.
22. Also, I Already have a studio space with zero commute!

Skeptical about AD (9%)

1. I am a potter and require very specific equipment and space needs that most likely would not be provided by the arts district (ie ability to use an electric and gas kiln, etc.).
2. I think Worcester has a small group of art people who are trying very hard to foster a place for artists to work, but I don't see progress in that area. I have lived in places (same size city as worcester) where there was a great artist community. I don't feel like that will ever happen here. I participated in stART on the street last year but only made \$30 and got propositioned. The so-called art neighborhood is not somewhere I would ever go alone, even in daylight. Also, I am an unemployed professor and have no income to put toward a studio at this time.
3. There are no artists in the "Arts District"
4. We don't have one, just because you hang a sign, doesn't make it so.
5. In cities that have made revitalization work (Northampton for one), artists have moved into low rent areas that often are not safe or desirable, created healthy, thriving working environments, and then been pushed out with high rents (gentrification). Why would I want to be involved with that?

Safety and comfort concern: (24%)

1. A lot of my studio hours are in the evening and I would not feel safe alone in Main South at night. *break*
2. High crime area, I would not want to park my car there, much less live there. I would consider another area of Worc. perhaps Shrewsbury Street...something like the biscuit Lofts...I cant see people coming into the Main South area to view art either, yet the Shewsbury St area with all its restaurants seems like a much better aea, even Green St. would be better.
3. I don't feel safe in that area, even visiting ARTSWorcester. Parking is miserable.
4. Students and parents would need safe passage to my studio in the early evenings, and they also would need places To park
5. I would not consider moving there until the drugs, prostitution, etc. are addressed and the area is made safe even in the late evening hours.
6. I'd get robbed.
7. Not until the PIP shelter moves
8. Right now, it doesn't feel very safe at night or even in the daytime in that area, so it would have to be really inexpensive for us, which is the only way I can afford it.
9. currently too unappealing a neighborhood to spend more time in than is necessary; I want my family to feel comfortable there too. Also patrons need to feel comfortable.
10. As of now, no. Not because of the art community but the city itself. violence, poverty, not an inspiring place to be over other options.
11. BUT... I need parking space that is safe and well-lit, pleasant street level entrance w/ security.
12. Right now the area does not feel as safe as it could be.
13. any safe location is ok

Other: (4%)

1. I'm not an artist--I teach literature at Worcester State & consult on creative writing manuscripts with colleagues and former students for fun--which is best done in a park or at some pleasant place with caffeine. While I strongly

support an arts district, I'm not sure that I should have been asked to be part of this survey.

2. Have where we are near the Arts District in the "Arts Dis. Corridor"

Indifferent: (12%)

1. Maybe, if it actually was an arts district. It would depend on how the area developed.
2. n/a
3. IF it was truly combined work and living space in a community of artists, and was reasonably priced, it could be worth the hassles and dangers of living downtown.
3. Possibly. Like current studio space in Uxbridge. Live in Northboro. Worcester a closer commute. Concerned about Safety and parking issues in "arts district". Maybe interested in other areas of Worcester.
4. There was no option for "maybe". Right now I'm in school and don't have the income for a studio. I might move away, but the idea of being in a thriving arts district with my own studio is kind of appealing.
6. If I obtained a teaching position in the Worcester area
7. I'd consider it.
8. This survey is poorly designed. All questions need a "Don't know option. Without this option introduces a bias answers. For example, regarding question 1.10a, i don't know/ i am sincerely not sure if moving to worcester is a good idea. I work in boston so i would have to take into account the communt time etc...
9. I currently have a studio in Framingham. I have been there 8 years. The building is stable, the rent is very resonable and I have a following there. I would consider moving only if I felt my sales would increase. The wrap on Worcester is that no one buys art. If I felt my sales would improve in the Worcester Arts District, I might consider a move, as it would be a better commute from my home.
10. I would consider it, as I imagine Worcester to be alot less expensive than Boston or Cambridge. Although I would Be hesitant, because I do not know much about the existing arts and culture scene in Worcester, nor how the market for the arts is there. I would think that Providence RI might have more draw, seeing that it has had a cultral renaissance and has a major art university as well as and ivy league school.
11. actually, I'm not sure. I live in Brookline but teach in Worcester
12. It's too far. *break* However, if there was a viable community, this could work.
13. if I had the need.
14. ?
15. I checked yes, but I am not sure that I would move. I grew up in Worcester -- in Main South -- and have lived in Cambridge for twenty years or so. I do have friends and family still in Worcester. Affordable space is pretty much non-existent in Cambridge. I have a son who will be entering high school in the metro-Boston area next year and I would hesitate to move at this time. I would however consider having work space in Worcester, since it is not so a great distance to travel from where I live. *break*
16. Not sure !
17. I might consider it with my girlfriend who also has a crafts business and teaches mosaics.
18. Maybe. I am comfortable where I am at now. "Wag" but if the art district is offered living apartment space, I would highly consider moving.
19. don't know. I live at 600 Main St. #403 Worcester, MA. I feel that I am right on the cusp of the arts district, which has long been known as an at-risk neighborhood. But, I attended the fair this year and found it very likeable.

Conclusion: More people than not want to move or open studio/work space in Worcester's Arts District because they need affordable space and would like to be surrounded with other artists. On the contrary, some people are unable to move and others are concerned with the location and its safety.

Question #: 1.11b

Question: List the geographic area you would consider opening studio/work space in a different area of Worcester.

Results Table:

Category	Total #	Percentage
Harlow St.	9	9.47%
Green Island	3	3.16%
Anywhere	13	13.68%
Highland St.	6	6.32%
Shrewsbury St.	3	3.16%
Other in Worcester	20	21.05%
Safer Neighborhood	3	3.16%
Outside of Worcester	11	11.58%
Not familiar w/ Worcester	6	6.32%
Not Sure	4	4.21%
Other	17	17.89%
Total	95	100.00%
Total # of Responses	92	

(8 answered 1.11b who said NO for 1.11a, leaving 49 that answered NO in 1.11a and didn't reply to 1.11b and 7 didn't answer 1.11b that said YES to 1.11a, 4 didn't respond at all to 1.11a or 1.11b, and 1 didn't respond to 1.11a but did respond to 1.11b, summing up to 60 non responses)

Coding Scheme:

Harlow Street: (9%)

1. Harlow St, near all of the other artist spaces & studios in Worcester.
2. I am already located in the old sprinkler factory at Harlow Street with The Fire Works below WAG. We are becoming our own arts district.
3. Harlow Street.
4. Harlow St is terrific - if it was residential, it would be perfect. I'd also have strong interest in Harding/Water/Millbury St factory space, or over behind Rotman's if any of that space is empty.
5. Harlow St. area. Other older mill type buildings with small businesses and/or other artists in building and area.
6. The Harlow Street studio complex is a very attractive working environment. *break* How about redesigning the Worcester Common Outlets as studio/gallery space?
7. The Harlowe street building is fabulous. There is parking, good working space, and a fairly safe environment.
8. Harlow St.
9. Harlow St area.

Green Island: (3%)

1. Green Island/Water St.
2. Green Island area.
3. Green Island

Anywhere: (13%)

1. any area
2. Anywhere really, as long as there are other artists and creative people around.
3. Wherever.
4. again. . .why not
5. all
6. Any
7. I would consider any location that had a concentration of artists.
8. any available
9. Any where.
10. Any non-residential area, being as my group wants to open an all-ages venue that would often have loud noise.
11. Any area with large affordable work space would be fine.
12. Anywhere reasonably downtown where the space is suitable.
13. Pretty much anyplace that has plumbing and electricity. We don't even have a shower right now.

Highland Street: (6%)

1. The Highland Street-Elm Park area has always an area I've enjoyed; Shrewsbury Street remains a close second.
2. highland street, park ave, west boyleston street
3. already on Highland St. – new space would need to match or exceed visibility, traffic, accessibility
4. Highland Street, Lafayette St.
5. Highland St./Water St.
6. Highland St.; Salisbury St.

Shrewsbury Street: (3%)

1. Newton Square, Tatnuck, Shrewsbury Street
2. I prefer the Shrewsbury St. are. I believe we can attract more out of town people to Worcester if we expand to Shrewsbury St.
3. Shrewsbury Street area or closer to the canal when it happens.

Other in Worcester: (21%)

1. further south on Main Street, Worcester
2. w worc is best for my needs
3. water st. area, Grafton Hill esp. lower g.h., downtown,
4. see above. The Sprinkler Factory is really a vibrant place and the landlord is good.
5. Open to any areas of Worcester.
6. Near the Worcester Art Museum.
7. East Side of Worcester – easy access to the Pike or commuter Rail.
8. i like the city of worcester, and i would be flexible if the location, size and rent work for my needs. so any location within the city is fine as long as it is within a community of other working artists

9. I like living on the east side of worcester & mabe rent space near by
10. Canal District, some place with some open space for recreation
11. There are many different areas throughout Worcester that I would consider for location.
12. The old Webster Square Theatre near the Java Hut. I think they should renovate it and reopen as a place where artists can exhibit their work, bands can play on the weekends and local independent filmmakers can show their movies to the public.
13. Worcester County- although the preference would be Worcester.
14. Tatnuck, Greendale, Grafton Hill, and Vernon Hill (where I curently live)
15. any where in worcester would be fine
16. Water St. Area
17. downtown, possibly near the Outlet...how about using the Outlet for art space?
18. Within 15 miles of downtown Worcester
19. Quinsig Village, Webster Sq.
20. clark collage area

Safer neighborhood: (3%)

1. better neighborhood, safety, security etc.
2. Somewhere safer... I would rather drive farther to a better area of Worcester.
3. No preference other than a safe neighborhood.

Outside of Worcester: (12%)

1. Barre, MA
2. Amherst
3. boston, milton, jamaica plan, maybe quincy but I doubt it.
4. Greater Boston area.
5. western ma
6. stow, princeton, etc
7. San Francisco, Boston, New York
8. Western MA
9. Central or Western Mass preferred.
10. West side
11. Providence, NYC.

Not familiar with Worcester: (6%)

1. I do not know Worcester well enough, but I would consider any loft style space, again, especially if public transportation was easily accesible from it.
2. don't know the worcester area to answer.
3. Perhaps, but I don't know Worcester well enough.
4. Not familiar with the different areas
5. I do not fully know the city well enough to consider, but would be open to suggestions.
6. I'm not too familiar with possible locations here, but I'm certainly not opposed

Not Sure: (4%)

3. Unsure
4. Not sure.
2. It would be helpful to have a ""don't know"" option in 1.11a. That's my choice.

Other (18%):

1. It depends on what sort of spaces are available to rent.
2. I would be interested in renting photo lab space anywhere there was some readily available for part-time artists such as myself and at a reasonable cost. I would not consider myself a professional artist yet and I am not a student and I do not want to take photo classes at one of our local orgs just to be able to use the photo lab. I think there is a real need for such an asset.
3. NEAR A BODY OF WATER, WITH TREES AND OTHER NATURAL ENVIROMENTAL ELEMENTS- THE ART OF NATURE
4. depends on price
5. see above comments
6. . within 128
7. The closer to boston I am the better for work.
8. Pretty much the same as above ...not sure what you mean by a ""different area"". I'm reading it to me outside Worcester...which is even closer to nature and I'm all for that!
9. Not interested
10. I'm not exactly sure what you mean with this question...but i would enjoy the creation of an artists' neighborhood --perhaps taking old industrial sites and converting them to live/work or work spaces is of interest to me.
11. I don't mind creating a new space for artists
12. doesn't really matter, question was confusing, different area than what? downtown, I assume. other areas would Be nicer.
13. Would prefer a smaller building with some green space, near water or woods.
14. I've already looked at the Heywood building.
15. Where I like the neighborhood.
16. would need to see available area to see if of interest to us.
17. I am an aspiring artist so studio space to me right now is a mute question.

Conclusion: Harlow, Highland, Shrewsbury, and Green Streets were mentioned as areas where people would consider opening studio/work space. But overall there isn't a major common place of interest.

Question #: 1.12

Question: What factors would encourage you to open studio/work space in the Worcester Arts District?

Results Table:

Category	Total #	Percentage
Affordability	64	32.16%
Safety and issues with Main South	24	12.06%
Artist Community	35	17.59%
Work Opportunities	11	5.53%
Space availability	22	11.06%
Conveniences and area improvements	27	13.57%
Nothing	7	3.52%
Other	9	4.52%
Total	199	100.00%
Total # of Responses	143	

(9 non-responses and 9 questions disregarded)

Coding Scheme:

Affordability: (32%)

1. Cost
2. Cost, amenities
3. First and foremost, affordable cost for space.
4. affordability, tolerant ownership, quality of space
5. Cost, availability and zoning
6. Affordable pricing.
7. having it be affordable
8. Cost. If it was significantly cheaper.
9. affordabilty
10. price
11. If it is affordable and was a creative environment.
12. affordabilty *break* convenience
13. Price
14. Development of the Beacon Warehouse district. Affordable, Good example is the Beaver Mill work/live studios in North Adams by Eric Rudd.
15. free to me:)
16. Location and cost. I wouldn't want to be in Main South. It's too dangerous for a single woman to be there. As a native Worcesterite, there are certain sections I would just avoid.
17. Price
18. Price, and long term stability
19. reduced rents/prices, lease/purchase plans
20. Price.
21. cost and ownership

22. affordability, tax incentives, programs for first time buyers
23. The right price! I am not at all interested in buying a place then working one or more jobs to pay the mortgage. I already have a job...I'm an artist. The perfect situation would be 75k or under with at least the electricity and plumbing Roughed in. I'll do the rest.
24. freedom from economic constraints
25. cost efficiency
26. Price (affordability), it would be exciting to help bring the arts into a prominent position in a city that needs and deserves more art.
27. Cost, availability, timing
28. ease *break* economy *break* financial imventives
29. Affordable housing.
30. cost
31. price
32. affordability
33. Affordability
34. cost
35. Money
36. Less expensive rent and overall operating costs.
37. Sustainable cost of living.
38. affordability
39. inexpensive, plus old buildings with character
40. Reasonable cost, good facility
41. Financial support until I was established and earning a living from my work something I am not doing right now.
42. affordable rent
43. Cost
44. if it is affordable
45. cheap
46. Money, money, money. To tell the truth I am afraid of community support and to go 10,000 dollars in debt at my age would impede work life later.
47. Low cost, close to home.
48. cheap purchase to rent to own space.
49. cheaper rent than what is being offered now.
50. Must be very inexpensive
51. Economic
52. affordable rent, option to own.
53. low prices and ability to rent to own
54. Artists need cheap, affordable space
55. rent amount
56. cheap rent
57. cost effective
58. competative prices
59. price of housing.
60. either a coop situation or some kind of rent-to-own
61. cheap
62. Rent to include or offset access to modest cost stage/performance venue with audience capacity of 500-700 people.
63. whether I could enter in to a financial circumstance whose monthly obligation I could realistically meet.
64. rent

Safety and issues with Main South neighborhood: (12%)

1. safety at night. But mostly safety and cleaning up the public drug use in the neighborhood
2. Safety. Condition/ambience of building. Reasonable cost of build out, rent, utilities, heat. Presence of other related small businesses and artists.
3. safety, interesting building renovations
4. Its just being developed so its tough to say right now. The area really needs more lighting and more police on duty patrolling the area to get the riff raff out of there. If I see that then I will seriously consider either buying property or leasing space in Main South.
5. A safe neighborhood with reasonable assurance that the property would hold its' value.
6. Safety.
7. need to explore the possibilities. Main south for years hasn't been the best of neighborhoods to go walking around since the 60's in Worcester.
8. Would need to be clean, safe. Also, must be reasonable with a security check on all artists. Would also like a person working the front downstairs lobby to discourage crime and unwanted traffic.
9. The moving of the PIP, getting rid of the crack addicts and hookers.
10. Security
11. I think that if the neighborhood were made with more safety measures, but what makes a neighborhood is to have good housing and studio space and less fear.
12. Safety;
13. Safety factor, having worked at the PIP shelter and having seen the sign ""Leave weapons at door"" makes me feel uneasy working in a studio past daylight.
14. safety
15. Secondly, a feeling of safety and security would be beneficial (ie improved lighting, lots of people around like other artists). The PIP shelter would be a deterrent for me with the clientele loitering the streets.
16. security
17. security of building and location (safety)
18. safety
19. Low crime
20. safe live/work space.
21. safe.
22. safety, security
23. safe
24. Is it safe?

Artist Community: (18%)

1. Critical density of serious working artists
2. Moving the district to an area where artists are.
3. Shared/common space for artists, cooperative communities (shared facilities and chores, or small fee for maintenance of common areas). I've heard of situations where one artist lives rent free in exchange for keeping bathrooms, floors and stairs clean, industrial washing of dropcloths and art supplies, etc.
4. if it were part of a holistic vision for healthy community development-- minimizing gentrification while maximizing creativity and sense of interdependence.
5. A welcoming community for creative writing, a teaching position, space for writers to discuss and read their work and cross-pollinate with artists in other mediums and ethnicities.
6. Just make the opportunity and people will be there. preferably as a part of a larger community.
7. I think what might draw me was evidence of a vital arts community. A place where The Conversation could take

place.

8. Being closer to other artists, more access to people who are interested in the same field.

9. other artist in the area

10. other artists, gallery scene

11. Different forms of art (i.e. drawing, writing, music and performing art) are encouraged to work together. Perhaps someone like me who works in pen and ink illustrations working with a local playwright to create a set design for a local play or to be able to meet a local musician and create a cover for promotional poster or his upcoming album. Or working with a local filmmaker on set and costume design. *break* I hope the art district is not only a place where fellow artists can share ideas and encourage one another, but also a place where people can walk through the district and enjoy their art and feel safe to bring their children to go check out an exhibit, music act or play.

12. The community and an outlet to perform my poetry, writings, and plays. *break* A community that could provide good, not destructive, and useful feedback. *break* A theater group to help me develop my play(s) from improv if needed.

13. Proximity of other artists, proximity of areas of interest/creative collaboration (i.e. coffee house, pub, or some other area of common interest to interact with other artists)

14. Other artists, and a retail advantage.

15. Vibrancy of art community, places to show and see artwork, support for community artists by the city

16. A solid commitment from the city, general public and the artists/performers themselves to create and more importantly sustain an artist community in the city. A true multi-disciplinary community is one of many vital components to the successful longevity of such a program. It has been proven that, along with improvements in other employment/life amenities that ideas like the arts district are vital for maintaining growth in a historic city such as Worcester.

17. Having one, an art district that is.

18. Availability, strong sense of other artists in the area of the community.

19. accessibility to public. Positive community.

20. if there were a strong community of artists and if the city itself had more artistically stimulating things to offer.

21. being able to share space

22. Other artists *break*

23. density of other high quality artists

24. Either way, I would like to have shared space with other artists to either collaborate or exchange ideas.

25. diversity (in terms of types of artists, the more varied the better), atmosphere. I would be attracted to a more supportive environment also - so many cooperatives tend to be rather elitist and I find that stifling. I prefer to deal with politics and egos in my artwork, not in my dealings with other artists.

26. Community

27. A people friendly environment, public performance areas and exhibition spaces. Traffic free areas with gardens, perhaps even small vegetable gardens for residents. Some what quirky architecture on a human scale, like a village. Stimulate a feeling of "I would like to carry this feeling home with me", in visitors. The kind of impulse that drive the purchase of arts and crafts.

28. community

29. serious working community of other artists.

30. sharing a space with other worcester artist

31. accessibility

32. has a community of artists

33. Having a community of artist together.

34. other artists in area

35. visibility.

Work and business opportunities: (6%)

1. customers
2. Grant programs for studio & exhibition space.
3. More Work
4. more talent available in my areas for hiring free lancers--editors, computer technicians, actors.
5. Get a college teaching position near by!
6. Are there any art employment opportunities in Worcester?
7. Change in employment location.
8. A supportive, art buying public.
9. teaching employment in Worcester area
10. We need a selling gallery in Worcester (the \$15,000 total sales claimed by ARTSWorcester-to date-is shameful), and an organization that promotes Worcester artists as professionals. I am self supporting and make over half my income selling paintings. In the last five years I've sold 2 in Worcester. That's ridiculous. Worcester needs to develop art collectors and patrons that buy from Worcester artists.
11. Potential buyers' foot traffic

Space availability: (11%)

1. Availability of the appropriate real estate.
2. I would be especially attracted to a place without income guidelines/restrictions, which seem complicated and don't take into account my fluctuating income. If I could find a beautiful live/work space adjacent to the commuter rail to Boston, I would move in a second. Also, it would probably help to change the train schedules between Boston and Worcester to make them more frequent for artists who need to make a sojourn into the city.
3. I am a musician and a painter, and my husband needs artist and workshop space for instrument repair. We like Worcester and are well connected to the musicians and many creative people here.
4. The availability of actors and acting/stage space.
5. If the studio space were really fabulous - a good size and inexpensive. And had a common shared gallery space/theater/forum for artists. If it seemed Worcester could economically begin revitalize itself, with more cultural festivals/events/lectures,etc.
6. Availability. Pet-friendliness.
7. great space at a great price
8. I would want a combined live/work space with good soundproofing; where everyone else is in the same boat as I am. If you are sharing a building with someone it's important to have the same goals. I would also like some private green space for gardening.
9. Availability in a building with like-minded people.
10. having a need for such space
11. Is there space enough to rehearse/ perform? That's about all I'd need.
12. If I could live there.
13. Living quarters and a place that offered easy commuting to art stores and other etc.
14. size of space, darkroom capability
15. Large flexible undeveloped live/work spaces
16. more available space than boston
17. I would really like to be able to either live very close to my studio or have it be a part of my apartment.
18. location
19. flexible
20. location
21. studio size

22. ability to move from present quarters

Conveniences and improvements in the area: (14%)

1. galleries and curators
2. good public school education for children, work for my husband in his chosen field
3. Location in a performing arts center to encourage collaboration with other performing groups.
4. the buildings themselves, how they look, the details of their construction, the architectural proportions, their materials
5. the area, fixing things up... nice accommodations.
6. Better access - reconfigure Kelly Square. *break* Get rid of the liquor store on the corner. *break* Plant some trees. *break* These things would benefit everyone in the area, I believe. All the residents and people who come for services and activities - the youth program, the shelter - would benefit from more foliage and increased safety.
7. Location, parking, etc.
8. Proximity to grocery store, restaurants/ cafes, theaters (movie and stage), library, public transportation. Available parking spaces would also be a plus.
9. disability accessibility, visibility, inclusion in Clark initiatives for our kids if eligible for tuition for school and for the University Park School, family-friendly area=other kids, safe parks
10. ease of use and parking with decent interior features (space, lighting, restroom access, etc)
11. convenience
12. proximity to public transportation to Boston and to a (walkable) vibrant city atmosphere in Worcester.
13. OH and PARKING!!!!!!!!!!!!!! That's huge!
14. accessibility to those travelling to the work location, an arts council of some sort
15. Surrounding conveniences
16. access to public transportation
17. access.
18. lots of light, clean building, and plumbing.
19. access
20. parking
21. Parking.
22. Parking.
23. parking situation there & easy access
24. have parking
25. parking, museum nearby, commercial galleries in neighborhood
26. surrounding area is nicer than at present - street level plantings, CLEAN
27. good schools for my daughter,

Nothing: (4%)

1. can't think of anything that would make me want to go there to do my work.
2. Nothing
3. Wouldn't. I live too far away to come to Worcester on a daily basis.
4. None.
5. I only come to Worcester to perform, it's too far. I'm in Western MA
6. none
7. Nothing.

Other: (5%)

1. I work from home.

2. TO BE SURROUNDED BY CULTURAL DIVERSITY

3. 1. Time and commitments

4. outside of the city

5. Already have workspace in arts district (Worcester)

6. no removal of existing neighborhood residents

7. See above. Also, close to Clark and ethnic communities that could take advantage of dance movement, exercise.

(I am bilingual in Spanish) as these are community builders. Also - youth, children.

8. The tone of the process; red tape and applications are necessary, but the tiring hassle of angry city officials and office workers is no good. When something is wanted by all involved, processes are a breeze to go through. *break*

9. If I could commute to Boston easily and cheaply.

Conclusion: Affordability and the promise of a safe improved artist community would encourage most people would open studio/work space in the Worcester Arts District.

Question #: 2.7

Question: Why or Why not would you consider living in the Worcester Arts District?

Results Table:

Category	Total #	Percentage
Positive	54	40.00%
Good Location	10	18.52%
Affordability	12	22.22%
Help Worcester and AD Development	3	5.56%
Artist Community	22	40.74%
Other	7	12.96%
Negative	69	51.11%
Don't Want to/Can't Move	28	40.58%
Bad Location	11	15.94%
Already there	5	7.25%
Safety	12	17.39%
Children Concern	3	4.35%
Other	10	14.49%
Undecided	12	8.89%
Total	135	100.00%
Total # of Responses	144	

(8 non-responses and 18 responses disregarded)

Coding Scheme:

WHY: (40%)

Good Location: (19%)

1. center of town
2. Location of present jobs.
3. It is close enough to Boston.
4. Accessibility to working space and The location is near to my family and church.
5. It seems like it could be a very nice area to work and live.
6. close to work space
7. ppleasant are
8. To live close to work, it's closer to our kids' school (Goddard), closer to Clark(market for classes and sales),but right now we are between WPI and Becker. It would be near Mekong grocery
9. It is close to where I need to work.
10. I would like to own studio/living space. Worcester is in good proximity to Boston. Worcester also has alot of Interesting things going on culturally that I would enjoy exploring.

Affordability: (22%)

1. Didn't I answer this question in part 1. cost-effectiveness.
2. If I could find an affordable space that's larger than our current house, I'd consider moving.
3. Same as last, so long as it is fairly affordable, and not draconian in its rules.
4. affordable, and i could live adjacent to my studio i would consider it
5. I need an affordable place to live and work that is large enough to both live and work in.
6. If affordable, I would consider moving
7. I have family in the area, and would consider relocating back to Worc. if it proved to be cost effective.
8. I am poor! I'd be willing to live where I could have my own space and not break my bank.
9. Low cost
10. If I could commute easily and cheaply from Boston.
11. if good price
12. affordability.

Help Worcester and AD development: (6%)

1. Anain, anything to help the cause.
2. I would like to have a closer relationship with a city.
3. Worcester is an up and coming area, and I would be very interested in being part of that.

Artist Community: (41%)

1. I would enjoy living in a central hub of arts and music.
2. Would live there for sense of living in artist community
3. need space and community
4. To be closer to other artists and to be in a larger city.
5. You already asked this on the previous page...same answer as there. I'd like to be out of overpriced Boston and I love living in an arts community.
6. it is always helpful, resourceful and supportive to be around other highly creative, motivated people. i also feel that an arts district is an ideal way to involve the public in the arts through events such as open studios, workshops and gallery spaces.
7. community
8. I like the area and would value living with like-minded artistic people.
9. As an artist I am stimulated by working in contact with other creative people. As a performer I love the idea an area that causes people with an interest in the arts to gather, to enjoy being spectators or participants in a creative activity. I believe it is humanizing and enriching, and would like to contribute to such a valuable project.
10. It would be interesting to live in an artists' community and feed off of each other
11. I want to work and meet other artists in the Worcester Area
12. to be part of an artist community
13. If there were spaces available to buy, I'd like to live and work amidst creativity.
14. If there was a well-developed artist community, I would consider it. I would not move there now, as the area is unsafe.
15. I would love to be surrounded by other artist, I miss art school.
16. It seems like an up and coming new community
17. A combination living/work space in an art driven environment is attractive.
18. sounds like an exciting opportunity to network with an art community.
19. greater involvement within the community.

- 20. Synergy
- 21. close to friends
- 22. community

Other: (13%)

- 1. Working space at the Main South CDC
- 2. I am an artist. . .the idea of living in a restored warehouse would thrill me. My dh is a musician. . .
- 3. Our current living arrangement could best be described as ""hellish"".
- 4. It would depend on parking, but I would like the access to the downtown areas, shopping, venues, etc.
- 5. It is an alternative to more traditional living that younger and creative couples like us look for and would potentially keep us from leaving the central mass area.
- 6. A unity of my art space and living space would be great. It would simplify things greatly.
- 7. yes, but I would have to be convinced of the city's potential. See previous answer.

WHY NOT: (51%)

Don't want to/ Can't move: (41%)

- 1. I already have a permanent residence, however I do not have enough space for a photo lab which I would like to rent by the hour in the Worcester Arts District if one were created and available.
- 2. Because I already have a house.
- 3. I love my home and my children are settled in the schools.
- 4. I enjoy the urban environment I currently have. My partner & I both work near the area we currently live. Not commuting or a short commute is a very high priority for me.
- 5. I already own something, can't pay two mortgages. Could possibly pay to own only a studio if it was cheap enough
- 6. My current space is 650 square feet --- a one bedroom apartment that I share with another adult. I can't afford a studio of my own. My artwork suffers because I simply don't have the space to do the kind of work I would like to. If I could find a live/work loft space of 1000 to 1500 square feet for a reasonable price, I would certainly consider moving out of Boston to Worcester, which has the advantage that it is close enough to Boston.
- 7. i own my home, and i am not willing to sell my property to relocate to worcester. if i did not own my home, then i would most certainly consider moving/buying a work/living space in the arts district in worcester
- 8. Estblished on MV
- 9. already live in boston
- 10. At this stage of my life, with a small child, I prefer to be in a suburban setting with a yard.
- 11. I am happy where I am
- 12. I like the rural environment in which I live, however I would consider studio space in worcester. *break*
- 13. I like being close to Boston
- 14. I like living on the east side/grafon hill section of worcester, it's easy access to stores w/ parking etc.
- 15. I need a yard.
- 16. Not interested to live in that part of town.
- 17. I love my yard and the quiet here.
- 18. This is my home, I'm in the process of buying it.
- 19. I have a child and pets. I prefer the semi rural environment in which to live.
- 20. I made a conscious decision to leave Worcester twenty years ago because I felt that there were more opportunities for me in the Boston area.
- 21. I live and like being here
- 22. Too far from my base in boston
- 23. I want to continue living where I live.

24. I am quite happy where I am and, being married, have no reason to move. We care for my elderly father-in-law as well and do not feel that moving to the Arts District is appropriate for us. I also prefer to live in a quieter environment. A friend who lived in Franklin Park Tower said the noise from traffic and sirens was intolerable.
25. Already live in Worcester, satisfied with current situation.
26. I hate to commute back and fourth to Sutton to Worcester, especially when I work on my art work late at night. I don't look forward driving all the way home at 2AM.
27. no need
28. I don't need a studio

Bad Location: (16%)

1. It is a very poor location for an arts space. Why not locate where the artists already are?
2. location, one of the worst in the city
3. If it weren't in the scary section of Main South, yes. If it's right across from the old Showcase Cinema 1,2,3,4, no.
4. See previous page - too far from the Boston community. I already have to trek there to attend performances – the trek from Worcester is even less bareable.
5. too far from boston
6. Too poluted, too much traffic, too expensive
7. Not near my source needs, talent wise. Not near enough to Logan.
8. Low score on MCAS in public schools, perceived or real crime element, lack of land availabilty (small yards)
9. i don't like the neighborhood
10. It's the armpit wasteland of the city. And the city has never put money into the area. It's the city's own fault.
11. I do not like living in an urban environment.

Already there: (7%)

1. i'm near already
2. Existing studio is there.
3. I already do!
4. Already live nearby
5. Already live nearby

Safety: (17%)

1. parking/safety
2. to be able to own property, the saftey of the area does concern me however
3. Safety, parking, ambience, lack of restaurants and interesting shops, high drug and court involved population, would like yard area.
4. Again, it's a safety issue.
5. Too much crime in the area.
6. Security issues, having musicians come to play
7. high crime area
8. Safety factor
9. Would be better if no bums and drugs so out in the open.
10. Safety and security
11. relatively secure
12. if it is safe

Children Concern: (4%)

1. It would not be reasonable with children.
2. young children that are happy with schools in ""the country""
3. my child is enrolled at the Worcester Arts Magnet - this is one of a handful of items that keep our family here.

Other: (14%)

1. I would like to own a house with property and an out building for a studio for myself (potter) and husband (woodworker) outside of town. *break* *break* We are tired of living in a place with crime and no respect for community or fellow human being.

2. Lack of amenities
3. Difficulty again balancing paid gig with art.
4. I'd be happy to work- and direct- in the district. My home, and office, allow me room to write.
5. Not interested.
6. I want to be within walking distance of work and at least one bookstore.
7. rent house (preferable)
8. It's still Worcester.
9. We don't have one
10. Too noisy; not enough green; not safe; inadequate parking; poor public schools; minimal restaurants; cultural attractions in immediate walking distance.

Undecided: (9%)

1. There was no option for ""maybe"". I'm currently a student and don't have the income or ability to move.
2. Why: could be vibrant, could have an artists' community *break* Why not: could be dangerous
3. I'd consider it.
4. Maybe after kids are done with High School.
5. I would consider it if I could find accommodation
6. Not sure , maybe
7. If I worked in the Worcester area, I would.
8. I would consider it, as I imagine it to be much less expensive than Boston or Cambridge area artist's studios. Although I would be wary, as I haven't heard much about the existing arts and culture scene in Worcester, nor the market for the arts. It would be a hard contender over the draw of Providence RI, which has had somewhat of a cultural renaissance and has a major art institution as well as an ivy league university. I would like to see Worcester have a similar renaissance.
9. Dependent upon the conveniences
10. If i thought the worcester arts district was a realistic future and not just a ploy to give poor over-culture intellectuals a cheap place to live while simultaneously hoping that the good behavior will rub off on the current south main street inhabitants, then I'd be more than happy to be a part of something new, creative, and productive.
11. It would be helpful to have a ""maybe"" option in 2.7a. I would consider it if I needed to move to more convenient space for some reason. Right now I like my space and my dog appreciates the ability to spend time in the yard.
12. I currently own a living space near the Boston area which I share. My studio is part of my home. I would like to have my own affordable space and would consider moving outside of Boston. I teach in Worcester right now, and have been thinking about the possibilities west of Boston from Worcester to the Northhampton area.

Conclusion: Even though there isn't a large margin of difference, more people would not consider living in the Worcester Arts District for the main reason of not wanting to or being able to move. On the positive side, the people who do want to move would do so for an affordable artist community.

Question #: 2.8b

Question: List the geographic area you would consider moving to a different area of Worcester.

Results Table:

Category	Total #	Percentage
Anywhere	10	11.90%
Highland St.	7	8.33%
W. Worcester	5	5.95%
Downtown	6	7.14%
E. Worcester	7	8.33%
N. Worcester	4	4.76%
Safe and affordable neighborhood	3	3.57%
Outside of Worcester	11	13.10%
Not familiar w/ Worcester	6	7.14%
Not Sure	4	4.76%
Other	21	25.00%
Total	84	100.00%
Total # of Responses	73	

(79 non-responses: 7 answered 2.8b who said NO to 2.8a, leaving 61, 15 people who answered YES to 2.8a didn't respond to 2.8b, 3 didn't answer and 7 responses were disregarded)

Coding Scheme:

Anywhere: (12%)

1. Pretty much anywhere
2. anywhere
3. No specific geographic area really. I plan on staying where I am currently until the organization I'm part of (DC-FIY) procures a venue.
4. Any area
5. Pretty much any
6. Any safe neighborhood.
7. Anyplace with running water and electricity.
8. somewhere warm
9. anywhere with some green space
10. Anywhere but Main South.

Highland Street: (8%)

1. same reasons-highland st area maybe
2. highland street, park ave, west boyleston street
3. Highland St., Elm Park, Water St.
4. same reasons-highland st area maybe
5. highland street, park ave, west boyleston street
6. Highland St., Elm Park, Water St.
7. WPI area

West Worcester: (6%)

1. west side, elm park
2. Quinsig Village, Webster Sq, Green Island, Harlow St area, West side.
3. West side - because it is safe and aesthetically pleasing
4. West Worcester
5. west; grafton/millbury border

Downtown: (7%)

1. Water st., Downtown, Grafton Hill
2. Green Island/Water/Harding St., or Harlow St, or Southbridge St
3. Downtown
4. Green Island area.
5. Downtown, Belmont Hill
6. Downtown

East Worcester: (8%)

1. Quinsigamond Village, once made nicer *break* Burncoat *break*
2. Burncoat Street
3. 01606, some parts of 01604, 01603, 01602
4. Maybe the Burncoat area, Lake Ave area, Holden line, etc.
5. close ot commuter rail, close to pike – eastern side of worcester
6. Lake Quinsigamond area and others
7. I grew up in Worcester and lived on the East side in my growing years, so maybe if I could find a house I would prefer to live there.

North Worcester: (5%)

1. Assumption College area
2. Tatnuck, Newton Sq
3. I think the area near Tatnuck Bookseller is a place that can be used for the art district. I think the district should not just be located in one part of the city, because I feel it would make Worcester unique and the potential as a cultural center in Massachusetts.
4. north sides

Safer and affordable neighborhood: (4%)

1. I would consider it if I could find accommodation, affordability and community.
2. Affordability, amenities (which to my mind includes public safety).
3. Where I can afford rent

Outside of Worcester: (13%)

1. Barre, MA
2. We are interested in Leicester.
3. Within Boston or at least within 128
4. Milton, Boston, Jamaica Plain and maybe Quincy
5. San Francisco, Boston, New York, Vermont
6. Central or Western MA
7. If I move at all it will be to my property in Barre, MA.
8. Over by the Shrewsbury/Worcester line, by the Shrewsbury Street Area
9. Providence, RI *break*
10. Barre, MA
11. We are interested in Leicester.

Not familiar with Worcester: (7%)

1. Various. Would have to research further.
2. I don't know much about Worcester, but I'd be willing to look around.
3. Perhaps, although I don't know Worcester very well.
4. Not familiar with the areas of Worcester
5. Do not know the city well enough to specify.
6. Various. Would have to research further.

Not Sure: (5%)

1. Not sure, but any loft area would be of interest.
2. Unsure
3. "Don't know" is my real answer for 2.8a.
4. Not sure at this time

Other: (25%)

1. Near a body of water, natural environment-positive influence
2. We would like to stay in the kids school district at least be able to keep them in the school (Dougherty quadrant)
3. Again..what do you mean by a "different area"?
4. None
5. Would prefer a smaller building with some green space, near water or woods.
6. University Park Campus School eligibility area (for kids). *break* Would Clark expand this to include Arts District (low-income) an incentive?
7. Inner city or out in the country/no suburbs!
8. I did consider loft space (Biscuit Factory) but the space and storage wasn't quite right.
9. Near a body of water, natural environment-positive influence
10. We would like to stay in the kids school district at least be able to keep them in the school (Dougherty quadrant)

11. Again..what do you mean by a ""different area""?
12. None
13. Would prefer a smaller building with some green space, near water or woods.
14. University Park Campus School eligibility area(for kids). *break* Would Clark expand this to include Arts District(low-income) as an incentive?
15. Inner city or out in the country/no suburbs!
16. I did consider loft space (Biscuit Factory) but the space and storage wasn't quite right.
17. near a body of water,natural enviroment-positive influence
18. We would like to stay in the kids school districtor at least be able to keep them in the school (Dougherty quadrant)
19. Again..what do you mean by a ""different area""?
20. None
21. Would prefer a smaller building with some green space, near water or woods.

Conclusion: Due to the amount of other responses and people who misunderstood the question and answered a place outside of Worcester it's hard to assume a common area people would consider moving to.

Question #: 2.9

Question: What factors would encourage you to move to the Worcester Arts District?

Results Table:

Category	Total #	Percentage
Affordability	51	28.81%
Safety and issues with Main South	22	12.43%
Artist Community	29	16.38%
Work Opportunities	10	5.65%
Space availability	18	10.17%
Won't move but would open work space	3	1.69%
Nothing	14	7.91%
Beautification	13	7.34%
Other	17	9.60%
Total	177	100.00%
Total # of Responses	145	

(7 non-responses and 18 responses disregarded)

Coding Scheme:

Affordability: (29%)

1. Cost
2. Cost
3. affordable properties
4. Decent, with potential and somewhat affordable
5. Affordable pricing
6. good prices
7. affordability
8. price
9. If it was affordable and a nice location
10. affordable appropriate space
11. location ,price
12. cost
13. Price.
14. Affordability
15. I would consider it if I could find accommodation, affordability
16. Money, types of businesses in the area, quality of the area,
17. \$\$\$
18. financial freedom
19. Finances, possible teaching jobs
20. Pricing, timing, availability
21. Cost
22. price, location

23. Cost of living, distance to current place of work (Worcester State College).
24. cost
25. Cost would definitely be a factor. Good public transportation.
26. Cost
27. cheap
28. money
29. affordability
30. I've heard that you have to already make a set amount of money in art to be considered for the housing. That seems counter-productive, and unbecoming of an arts district. If Worcester encouraged art without money at the heart of the plan, most who would come, including me, can feel a sense of comfort that is attractive to us.
31. Money
32. Affordable, convenient, was adopted with are exaserys and appliances.
33. financial ones
34. Low rent
35. Then cost.
36. cheap
37. cash
38. affordability
39. affordability
40. Price of studio living space and opportunity to own.
41. Cheaper Real State
42. Artist lofts priced in the \$150,000 range.
43. Financially viable housing /Studio space.
44. free rent
45. Rent
46. cheap rent
47. cheaper rent
48. affordable rent
49. affordable living space
50. relatively inexpensive.
51. Make it safe

Safety and issues with Main South neighborhood: (12%)

1. safety and parking
2. Safety first.
3. Safe, secure space
4. I'd be more encouraged NOT to move out if certain neighborhood issues, such as public safety, drug and alcohol abuse, prostitution and homelessness were dealt with in a more humane and effective manner.
5. safety
6. safety of the neighborhood, parking situation
7. increased safety
8. Safe neighborhood, better funding to public education, more attention and support for the WPS Arts Magnet Program.
9. Safety, travel component to the Pike and highway access, educational factro and interests within the city
10. Good, safe neighborhood with economic upside.
11. security, security
12. Convience, safety, crime free, quality conditions
13. safety. unfortunately, this District still holds the same reputation to me as was viewed by me as a young person. I was displaced and ended up in this neighborhood and enjoy living at 600 Main street and feel safe there. Perhaps I

would feel safe at another location on the street, but I can't say for sure.

14. safety
15. safety.
16. safety of location
17. Safety.
18. safety. Feeling safe is very important where you live and/or work
19. safety
20. safe
21. safe
22. A safe environment.

Artist Community: (16%)

1. Moving the district to an area where artists are.
2. cohesive plan to work with the diversity of the people, encouraging to work with the less fortunate
3. be a part of a creative revolution- i could see a successful, local artists' community forming here.
4. years of proof that artists live there and there is no problem with the neighborhood
5. Other artists, affordable housing, good public schools, cheap studio rent
6. The opportunity to work together with other artists,
7. arts community, being close to work space
8. A place where artists of different mediums can share their ideas and a place where people can bring their families to enjoy an exhibit, music act or stage play.
9. The community. I need a theater community that would work with me and my play(s).
10. Proximity to other artist, proximity to area of artist congregation (i.e. coffee house, etc.), cost effective
11. to be part of an artist community and to be involved in vitalizing a community through art.
12. other close artist friends living in a cooperative situation, maybe
13. Vibrancy of art community, places to show and see artwork, support for community artists by the city, price of housing.
14. Type of people living there. A energetic atmosphere. A mixed income environment, yet possibility for relative luxury amongst one's own livin area. Real autonomy to use space as each individual sees fit, barring safety issues. Real support from the general community.
15. like-minded neighbors
16. other artists, things going on.
17. sense of community
18. other artists/creative people
19. community
20. cultural activities
21. community.
22. culture
23. Arts community
24. preferably as a part of a larger community.
25. friends, events around the area
26. quality arts events
27. help with promotion and funding of arts events for the underserved, grant-writing workshops for artists.
28. and vibrant community
29. Support for the business side of art: Advertising, business advice, Maybe a small newspaper to promote the area, community website. Basically an effort from the city to support and Nurture the district.

Work and business opportunities: (6%)

1. customers
2. a thriving art district, greater public interest in my work
3. Many circumstances would have to change in order to make it a viable option. Primarily resources available & career.
4. more talent available and have it closer to Logan airport
5. Jobs.
6. if there are jobs/employment . if there is adequate housing
7. Employment
8. Possibility to balance paid work and art; employment for husband; good public schools for future children
9. A HUGE salaried puppeteer position!
10. employment opportunities in Worcester

Space availability: (10%)

1. that we could own our own space
2. Easy train and public transportation access. Size of studio/living space. Vibrancy of city space.
3. huge space with great light
4. If there were somewhere to move to.
5. A train schedule with frequent day and evening trips to Boston. A vibrant pedestrian area where it would be possible to live without a car.
6. Owning a live, work space.
7. ability to own and rent additional space, arts council
8. studio availability and location
9. ready studio space
10. parking, accessibility, etc.
11. a place to work on my own art.
12. something to do.
13. Having one with no creeps.
14. Then layout of space (i.e. stylishness, cleanliness).
15. having a studio that people from community could afford to pay - ballet, folk, theater, etc.
16. not to mention, it would have to be close to or inside a REALLY spectacular performance space
17. big yards
18. space

Won't move but would open work space: (2%)

1. I am not interested in moving my residence anywhere. I am, however, interested in renting studio/photo lab time.
2. None, but studio space would be fine.
3. I would consider working there, but no living there.

Nothing: (8%)

1. Not much.
2. none
3. None.
4. None. There is no need for me to live there.
5. none
6. None
7. sorry--I'm more in the academic district than the arts. My loss.
8. there are none.
9. I don't think I'd ever move back to Worcester -- even for the Arts District.
10. none
11. None
12. Nothing. I want to live in the country and you just can't turn the Arts District in country. :-)
13. none.
14. None

Beautification: (7%)

1. clean it up
2. Total makeover.
3. Great airy, light
4. If it were a really fabulous space. If there was a shared gallery space/theater/artist's forum. If Worcester were to begin to revive itself, culturally and economically. If Worcester felt more livable, more green spaces, parks.
5. beautiful spaces *break* financial incentives
6. if it had more trees and parks
7. 1.Clean it 2.Bring back the spirit of the early 1900's
8. environment
9. Good quality housing. Nice neighborhood.
10. environment (attractive and supportive to the arts)
11. Clean - city commitment to maintenance of infrastructure
12. quiet, walkable.
13. less traffic and Pollution

Other: (10%)

1. convenience *break*
2. Clark University program, affordability and diversity of neighborhoods
3. The development of the Beacon warehouse district. Live/work spaces. Other artists
4. More things to do other than the same ole ratty bars.
5. i own my home and so moving is out of the question
6. Private school attendance by children.
7. I've just moved to Boylston from Framingham. I don't know my way around Worcester very well. I don't know where the arts district is, so it is hard to comment.
8. If they asked us and didn't mind if we had a couple dogs.
9. When my children leave home for collage
10. Proximity to a grocery store, restaurants/cafes, theaters, public transportation & parking.
11. no removal of existing neighborhood residents
12. Divorce.

13. Mechanics Hall, Art Museum, Java Hut.

14. Again, prostitutes, drugs, midgets on unicycles, casual sex, a lifetime supply of pumpkins, penguins I can hit over the head with a croquet mallet. Shiny objects, rainbow sprinkles, a hippo and zebra that mate and give birth to zippos. Bean bags, a shrubbery, an automatic butt scratcher, an octopussy, lickable wallpaper, and shoozberries.

15. The people involved in the program, the location, having a studio apartment in the same place, finding a studio space that fits my needs as an artist.

16. I don't know, probably would have to move of a residential feel to it.

17. I'm undecided about my present situation with a studio and workshop in my home, so its difficult to really focus in on my needs. The right space with good light, some outdoor space (small terrace on roof top) and a shift in the make up of the neighborhood (inebriation)

Conclusion: Most people would be encouraged to move to the Worcester Arts District if it was an affordable, safe, and beautiful artist community (heavy emphasis on affordability).

Question #: 3.1e

Question: What other scenarios would you consider?

Results Table:

Category	Total #	Percentage
Studio Space	6	26.00%
Shared Work Space	5	22.00%
Work Away from Living Space	2	9.00%
Other	10	43.00%
Total	23	100.00%
Total # of Responses	35	

(117 non-responses and 12 responses disregarded)

Coding Scheme:

Studio Space: (26%)

1. I am only interested in studio space
2. Studio/performance/rehearsal space available as needed
3. studio space in its own building or little ""hut-like"" situation similar to what writers have in artist Colonies
4. Live where I do now and have a studio in the Arts District.
5. a small office for writing.
6. a permanent theater

Shared Work Space: (22%)

1. shared/communal gallery space
2. Film cooperative
3. rehab home with musicians living cooperatively
4. shared printmaking shops, metal shops, darkroom, etc. - but with separate individual studios in same building.
5. work spaces such as a communal darkroom that i would pay a monthly or yearly fee to rent

Work Away From Living Space: (9%)

1. living apart from work in and apartment or house. studio in separate building
2. Maybe two seperate buildings close to each other, more formal and personal. Don't want to bring my work and worker home with me!

Other: (43%)

1. Cabin in the country.
2. a large barn with skylights in my backyard!
3. down the street?
4. develop own small building
5. any and all
6. A re-hab of industrial space which includes multi use, commercial, light industrial, musical businesses, studios and live/ work options.
7. An independent publication of books and magazines
8. If I were an artist, I'd like 1, 2, & 4
9. own place for interest
10. Less important to us to live near/with other artists than to live near other families with kids; potential parenting community.

Conclusion: The majority that responded to this question preferred separate and shared studio/work space rather than combined studio/work and living space.

Question #: 3.6b

Question: Why or Why not would you consider having combined live/work space in the Worcester Arts District?

Results Table:

Category	Total #	Percentage
Positive	42	44.68%
Affordability	12	28.57%
Help Worcester and AD Development	2	4.76%
Artist Community	13	30.95%
Other	15	35.71%
Negative	43	45.74%
Don't Want to/Can't Move	21	48.84%
Bad Location	6	13.95%
Already there	6	13.95%
Safety & Children Concern	4	9.30%
Other	6	13.95%
Undecided	9	9.57%
Total	94	100.00%
Total # of Reponses	113	

(39 non-responses: 11 didn't answer 3.6b who answered YES to 3.6a, 10 didn't answer 3.6b who answered NO to 3.6a, 18 answered N/A to 3.6a and 3.6b and 27 responses disregarded)

Coding Scheme:

WHY: (45%)

Affordability: (29%)

1. This is the third time you have asked this question. cost-effectiveness.
2. If it was affordable and large enough to do both I would consider it.
3. Proximity to Boston and affordability.
4. affordability - useable raw space
5. I am now actively searching for live/work space in Boston. If I could find it in Worcester for a reasonable price, I would consider moving there...
6. I would consider it if I could find accommodation, affordability
7. affordability
8. Low cost
9. It saves money.
10. Low rent
11. affordable
12. like to have my own affordable space

Help Worcester and AD development: (5%)

1. Anything to help the cause
2. Yes I would consider it if it were a great space - darkrooms, print shop, high ceilings, good ventilation, big windows, lots of natural light. I would like studio to be somehow separated from living space. *break* *break* I think worcester needs a cultural renaissance, a way to draw people to worcester for culture and the arts. Perhaps if you made in addition to the studios, a joint space run as a co-op (by each artist that owns studio space) that could act as a forum for artists/gallery space/theater for art films, drama and dance/even a coffee shop - a way to draw people in.

Artist Community: (31%)

1. critical density of working artists
2. I would enjoy being right at the center of things, noise etc doesn't bother me.
3. exposure to the community and inspiration from other artist
4. opportunity to work together, opportunity to have enough space for ALL of my stuff
5. I think it's important for artists to have a place where they can not only work, but socialize and share ideas.
6. community
7. to be part of an artistic community
8. With so much to give in the way of art, some artists feel it's not possible, with bills, food, time and space. By having a section dedication to that, I would consider living there.
9. Close to each other
10. Synergy
11. I would like to create a sense of community
12. It would also be great to be near other artists who are also working and living there.
13. It is an alternative to more traditional living that younger and creative couples like us look for and would potentially keep us from leaving the central mass area.

Other: (16%)

1. Space would need to be clearly divided between residential/studio. For example, separate floors or apartments Adjacent.
2. I am only interested in renting photo lab studio space by the hour or monthly if very reasonably priced.
3. convenience
4. sounds like a great idea, fun atmosphere, and good to live in a creative, safe environment *break*
5. I could be cool.
6. It is close to Boston, part way to New York.
7. convenient
8. I work a lot and I'd like to have the time to work on my screen-plays, music, and poetry. No travel time.
9. Basically anyplace where my wife and I can live in peace with a working shower that would enable us to work on our art...
10. Having access to my work at any time is the ideal environment for me.
11. easier
12. Cut down on the commute time (as I will have a regular job, as art doesn't always make enough to cover living expenses)
13. seriously, any art space outside of my cramped living room would be awesome.
14. As a writer, needing only limited space for writing, a combined living/work area would work well for me.
15. It would be great to live and work in the same space.

WHY NOT: (46%)

Don't want to/ Can't move: (49%)

1. I already own a home and only want studio space.
2. As stated earlier, I love my home and would not consider moving.
3. Sounds interesting, but as I've answered before, life circumstances may prevent me from moving there.
4. Have settled family with children in high school. Maybe after graduation.
5. I/we work over an hour away and are quite satisfied with our present live/work situation.
6. I enjoy living in the rural section of the suburbs in which I live and it would be difficult to move my family into a studio space
7. I will continue to live in Brookline but could have studio space in Worcester near where I teach.
8. I'm settled w/ a child
9. I doubt I would relocate at this point.
10. I am not interested in moving my living space.
11. I currently own a living space near the Boston area which I share. My studio is part of my home. I would consider moving outside of Boston. I teach in Worcester right now, and have been thinking about the possibilities west of Boston from Worcester to the Northampton area.
12. I already own my own home and as I explained previously moving is not appropriate or an option.
13. I love my home in Wayland.
14. no commute
15. no need
16. Don't want to live with the fumes produced by the art making.
17. I want to maintain a private residence as to not be consumed with work-related issues and/or people when I'm "off-the-clock."
18. Not conducive to family living.
19. I'm a musician with little need for that sort of studio space.
20. Not interested
21. I like my current situation.

Bad Location: (14%)

1. It is a very poor location for an arts space. *break*
2. Schools, traffic, children's activities are not convenient to Arts District.
3. Not interested in the area.
4. I do not want to live in downtown Worcester.
5. Honestly it's a run down crappy place to live or work in.
6. location

Already there: (14%)

1. I'm already living near the arts district and would like separate work space from my residence
2. living in Worcester anyway and improve the situation for all
3. My studio is already there
4. I live here
5. Already have space nearby.
6. Already have space nearby for living and working

Safety and children Concern: (9%)

1. Safety is a big issue for me and my children. I would not feel comfortable going to and from a studio at night. I would be extremely stressed and nervous about my children playing near the PIP shelter and the goings on associated with it. It is just not a reasonable move for a family with young children, when I already have a studio at our house.
2. safety
3. If it were in a safe location, yes. But Main South freaks me out.
4. I like the ethnic mix in the neighborhood, but as stated previously the inebriation factor/safety factor is a problem.

Other: (6%)

1. Because we are a business *break*
2. lack of amenities
3. too polluted
4. parking issues, having students come to my studio
5. I write at home. I'd work in an arts center.
6. I'm not an artist. If I were one, I'd worry about the community's developing the kinds of clique warfare, gossip, and infighting that creative people in tight quarters often develop. I like the idea of a having a district for the display, performance, and sale of art & think that could be very healthy for the city and the artists, but I have enough artist and writer friends to feel that space and privacy may be better for all concerned in life and work. Enough community that they don't have to feel isolated; enough distance to keep the interpersonal entanglements from metastasizing.

Undecided: (10%)

1. I'd consider it.
2. need to have more information on this
3. Dependent upon conveniences
4. depending on how combined. I wouldn't mind open work space, but not living. I need my own space.
5. not sure at this time
6. There are many factors to consider.
7. Why the hell not?
8. Build one and we'll talk.
9. schools in the area

Conclusion: Approximately the same amount of people would consider having combined live/work space in the Worcester Arts District as not, with a small amount that are undecided. The people who would consider live/work space are mostly looking for an artist community. The people who wouldn't consider live/work space are mostly unable to relocate.

Question #: 4.1

Question: What conveniences (nearby shopping, transportation, etc) would be most important to you in a live and/or work community?

Results Table:

Category	Total #	Percentage
Food Convenience	60	17.70%
Coffee Place	14	4.13%
Art Galleries	11	3.24%
Safety Convenience	22	6.49%
Parking	44	12.98%
Transportation	55	16.22%
Shopping	55	16.22%
Art Supplies	15	4.42%
Green Space	19	5.60%
Other	44	12.98%
Total	339	100.00%
Total # of Responses	136	

(16 non-responses and 1 response disregarded)

Coding Scheme:

Food Conveniences: (18%)

1. Food
2. Grocery, pharmacy, café
3. organic grocery store, vegetarian dining
4. health food store
5. Grocery store, low-key restaurants (sub shops, etc).
6. Food shopping, restaurants
7. grocery
8. food
9. grocery shopping, food
10. nearby grocery store
11. Grocery shopping
12. grocery, restaurants/pubs
13. organic or slow foods market, inspired yet affordable cuisine
14. Grocery stores, restaurants, etc.
15. Supermarket
16. groceries
17. An actual neighborhood -- restaurants.
18. grocery store
19. restaurant, pub, grocery, pharmacy
20. Some inexpensive but decent food

21. Food shopping
22. groceries, restaurants
23. All necessary amenities for food and services
24. grocery store, restaurants
25. Perhaps a good place to get food and meet other artists.
26. grocery shops, basic living needs are the only things that really need to be nearby.
27. Grocery store in walking distance
28. Grocery stores
29. a grocery store
30. grocery stores
31. food market, drug store
32. grocery store
33. grocery stores
34. food
35. cafes/restaurants in walking distance
36. vegetarian food and ethnic markets, grocery
37. including grocery
38. a good food market, the latter is a positive presence in the Art District now
39. food
40. grocery, convenience store
41. Supermarket
42. A grocery store within walking distance.
43. restaurant
44. food and drug store
45. grocery store and other basic needs stores
46. restaurants
47. restaurants, etc.
48. Restaurant
49. or restaurants/bars for fun
50. bars, restaurants
51. laid back restaurant would be nice.
52. diners.
53. food(resturants or stores)
54. co-op grocery stores.
55. grocery store, bank and post office close by.
56. cafe with good tea and coffee and healthy light food, health food store
57. a decent grocery store
58. supermarkets, and restaurants.
59. restaurants
60. Health food store

Coffee Place: (4%)

1. coffee place which is open late
2. I would be nice have a coffee shop
3. coffee shop
4. Cafe, night life
5. coffee
6. coffee
7. coffee shop

8. good coffee
9. coffee houses to make area liveable.
10. great coffee shop.
11. Something 24 hours would help. A place to convent, like a coffee house
12. coffee houses
13. venues (coffee shops, stage, etc.)
14. I would want a coffee shop, more available cafes to eat there.

Art Galleries: (3%)

1. art galleries, children art studios ect.
2. Commercial galleries
3. Museum
4. museum access, galleries
5. other cultural forums, art film houses, etc.
6. shared available gallery spaces.
7. windows for display of artwork.
8. art and craft galleries
9. other artists, galleries, museums.
10. galleries -exhibition spaces, locations for poetry readings, theater, cinemas, , books stores
11. galleries.

Safety Conveniences: (6%)

1. Safety. Place to walk dog.
2. Only a safe neighborhood
3. safety!
4. I just want to be safe. I can drive to the store. I would want a secure place for myself. or a place where my car wouldn't get ripped off or vandalized.
5. Just a safe area.
6. Security patrol so the people can walk the street and take advantage of the art district.
7. safety, feeling of safety, beauty
8. Safety; Pleasant,clean sidewalk/street area (not across st. from a liquor store)
9. No vagrants at the door of ArtsWorcester!
10. safe neighborhood
11. security
12. safety
13. safe streets, police on site
14. security in lobby of building
15. safety.
16. safe community
17. safety
18. safe and clean streets.
19. security
20. good & safe parking in area, eliminating the sleeping drunks that I saw near the doorway of the Arora bldg on fri night when I went to an exhibit there for starters. it doesn't look good.
21. It would need to be a safe environment for my family.
22. safe

Parking: (13%)

1. Parking
2. secure parking, lighted parking area
3. ...safe parking...
4. parking space
5. Parking
6. secure parking
7. having a parking facility
8. Free and easy parking for visitors (maybe voluntary donation to benefit specific projects)
9. parking
10. Garage parking
11. parking
12. Parking
13. Parking
14. parking for clients
15. garage
16. free parking
17. parking
18. on-property garage/parking
19. parking
20. secure parking
21. good parking
22. Adequate and safe parking for several cars
23. parking.
24. parking
25. Also, I would want enclosed parking
26. parking
27. parking
28. parking
29. free parking
30. parking easily accessible to me.
31. parking
32. parking for customers, parking for our car.
33. parking
34. parking
35. parking
36. parking for car
37. PARKING!!!
38. parking
39. free parking.
40. parking
41. parking
42. parking
43. free parking
44. safe parking areas.

Transportation: (16%)

1. transportation
2. bus's
3. The things that would be important to me would be public transportation
4. Public transportation
5. Since I live in Medford, I would need convent transportation
6. I would like to have a lot transporation
7. Transportation, both access to Boston train and access to other areas of Worcester via public transportation, museums, colleges, ymca, health centers, etc.
8. commuter rail - close to mass pike
9. on public transportation *break* frequent commuter rail schedule to Boston *break*
10. Transportation
11. public transporation
12. transportation
13. highway access
14. Easy access to all city areas, community, public access, overall needs met etc.
15. train
16. Bus or public transportation close to downtown
17. Easy highway access, bus access
18. Busline
19. public transit
20. nearby the T
21. transportation
22. trans
23. reliable public transport
24. public transportation
25. bus line
26. public transportation
27. transportaion to Boston would be great but not necessary.
28. public transportation or access to highways.
29. either accessible by foot and public transportation.
30. public transportation
31. bus access to other shopping
32. busline
33. bus system.
34. Public transportation
35. transportation... those are fine.
36. access or near main road such as 290, Rt 9 or Mass Pike.
37. transportation
38. transportation
39. transportation
40. public transportation
41. being close to public transportation
42. transportation

43. transportation
44. transportation, etc.
45. transportation
46. transportation
47. transportation
48. buses
49. transporation
50. transportation
51. transportation, etc.
52. easy access to the train and major routes
53. public transportation
54. public transportation
55. public transportation

Shopping: (16%)

1. nearby shopping
2. shopping
3. I like being able to walk to convenience store, grocery, live music venues
4. shopping
5. shopping
6. Shopping
7. shopping
8. Shopping
9. shopping
10. nearby Shopping, post office
11. shopping *break* employment.
12. NO malls! Neighborhood stores
13. shopping because perhaps people with the extra funds will gain knowledge of the arts from the on-site location and will hopefully be more drawn to be a part of the arts.
14. shopping, a viable community within a walking distance.
15. Shopping
16. All conveniences including, shopping, a bank...
17. nearby shopping, fitness facilities
18. shopping
19. shopping nearby
20. shopping
21. Grocery shopping
22. shopping, and an arts community. *break* Health food shopping for my allergies.
23. Access to shopping
24. shopping
25. Bookstores/libraries, nearby shopping
26. shopping
27. shopping
28. hardware store
29. Target, Michael's, Starbuck's, Home repair, library, frame shop, Stop & Shop
30. Shopping, parking.
31. Shopping, access to entertainment, education, cultural and technology.
32. hardware store, movie theatre
33. bookstores, copy center, bank, cleaners, gas station

34. shopping
35. convenience store, dry cleaners
36. a good hardware store
37. hardware stores, library, theaters, nighttime hotspots
38. close to the hardware store.
39. a convenience store
40. a Home Depot close is really great
41. bookstores, performance venues (music, theater, etc.)
42. shopping etc in walking distance
43. shopping
44. perhaps a nearby shopping area
45. shopping (Maybe weekly farmers market)
46. nearby small shop culture
47. shops
48. nearby shopping
49. interesting shops, maybe department stores. a vibrant small business community, cultural events and venues.
50. near shopping and other services, such that one could live without a car
51. shopping; print/copy center; post office
52. shopping
53. small unique businesses, grocery store, general store
54. near shopping
55. hardware store.

Art Supplies Store: (4%)

1. art supply store
2. Materials and food
3. art supply and photo supply stores
4. A Utrecht or Pearl art supply store
5. Art supplies
6. Art supply store
7. Art supply store, classroom space
8. art supply store
9. art store
10. good art supply store, Pearl Arts and Crafts, etc.
11. art supplies
12. art supply store nearby
13. art supply store
14. art supplies store
15. art supply store

Green Space: (6%)

1. parks or open spaces
2. walkable
3. green areas, parks
4. green space
5. green space
6. outdoor area (like a park)

7. safe parks
8. gardens & public outdoor spaces, well-tended buildings
9. some greenspace or safe walking areas
10. parkland in which to stroll *break* pedestrian-friendly
11. green space (park, gardens, etc)
12. park area
13. Parks, greenery, safe walking at night.
14. outdoor recreation (parks)
15. green space
16. nature, culture
17. DEFINITELY trees and parks.
18. I would want access to passive recreation like parks and walking paths. I would need a good bookstore to haunt. And schools and family support would need to be strong.
19. bike trail, park, pleassant to look at area

Other: (13%)

1. The Arts District is 15 minutes from my house by car which would be convenient. It is close to the library which I would view as an asseet. I would want many other artists there for inspiration and security reasons. I would want it to be a funky, Exciting, diverse place. It doesn't have to be pretty, but functional, happening, creative, and fun.
2. Other artists and a community that does not feel like we are being forced on them.
3. any
4. socially and environmentally responsible shops, community center, artist- specific library.
5. others artists with families. . .
6. Please don't try to establish an ""artist"" ghetto. Try to establish a community of single artists and artists with families or you will just throw another group of single people into an new area and disrupt the community dynamics. There are plenty of opportunities for young single artists. Those opportunities may not be ideal but they exist. There is a fine line between ""gentrification"" that displaces neighborhoods, and improving neighborhoods by developing them for the people who live there.
7. airport, great schools, interesting and diverse community, film support services from gear to talent
8. Book stores, theater
9. We are pretty much easy. We have lived in rural areas for a while so living near *any* conveniences is really a treat.
10. Worcester is a small city. Everything is relatively nearby.
11. quqiet area, not much traffic
12. none. I drive everywhere
13. Work opportunities.
14. walk to shop.
15. No
16. independent film theater
17. meader
18. laundromat, bank,
19. high-speed internet access
20. post office
21. social gathering places
22. library, cinema
23. movie house
24. None in particular.
25. laundry

26. night life
27. bank, post office
28. laudromat
29. See 2.7
30. movie theater
31. Places for artist to meet ""cafe society"" opportunities. Some covered ""indoor outdoor"" public areas for winter performance exhibition.
32. laundry, convenient waste management (ie, trash pick up)
33. reasonable rent for service and space available, cleanliness
34. film
35. hospitals
36. nearby film and music.
37. library; church
38. public education
39. activity/Cultural venues.
40. good schools
41. entertainment *break* multicultural community
42. cultural activities
43. entertainment (movies, music)
44. laundry

Conclusion: Food, Shopping, and Transportation Conveniences are the most requested from the responses.

Question #: 4.2

Question: Are there any types of marketing strategies, financial services, or other support that would entice you to move to an Arts District in Worcester?

Results Table:

Category	Total #	Percentage
Tax Benefits and Financial Aid	50	33.78%
Artist Attraction and Support	15	10.14%
Events	7	4.73%
Studios/ Galleries	12	8.11%
Services	7	4.73%
Other	26	17.57%
No	31	20.95%
Total	148	100.00%
Total # of Responses	135	

(17 non-responses and 2 responses disregarded)

Coding Scheme

Tax breaks and financial aid: (34%)

1. Didn't artists in Pawtucket get some kind of tax breaks there?
2. affordability is my bottom line
3. Financial help is moving my current studio - there is a large custome build kiln that would not be easily moved.
4. financial guidance.
5. economic incentives for collective artists
6. Possibly some types of financial incentives.
7. realisticly afordable for everyone.
8. first time home buyer incentives/programs for artists, tax incentives, sales tax free zone for selling art,
9. Low monthly financial obligation.
10. tax breaks
11. Property Tax abatement for for example five years
12. Well, my wife and I are both very poor. We would need financial help to be able to rent-to-own or get any type of mortgage. We declared bankruptcy earlier this year and although we have steady income in the form of my wife's social security and military disability.
13. financial aid
14. Funding city, locally, and state wide.
15. Cash incentives, tax deduction, free parking,
16. Grants and/or low interest loans
17. Financial help with students
18. if I could sell my art and receive financial help
19. grants
20. anything to ensure a low cost and safe neighborhood

21. Save the money and give better deals on the space.
22. help on purchasing our first property.
23. If rent could be @ \$1000 a month, with utilities, parking, and security in the building, I'd consider it.
24. The biggest draw would be an affordable live/work space
25. rent to own subsidies, loans for first time buyers
26. Special mortgage rates.
27. Reasonably-priced units marketed to artists with BRA certification but without income restrictions would have me there immediately! *break* *break* Also, special interest rates or financial arrangements for mortgages would also be a great enticement. *break* *break* Finally, it's important for me to feel like I'm living in a vital community.
28. It would have to be really inexpensive so I could still maintain my presence nearer Boston.
29. Live/work space that I could afford to buy and that would have some assurance of at least holding most of its' value/original cost.
30. Low-cost rental to non-profit agencies
31. Low interest rate financing, low money down, if I were to buy.
32. First time buyer deal
33. If the space were truly affordable for an artist and his/her family. *break* *break* Perhaps if studios were able to help sustain themselves (or at least keep themselves more affordable), by way of a co-op artist forum/gallery space/theater for art films, drama and dance/coffee shop/small martini bar - some type of attraction that would bring in the public and other artists. Each person who owns a share of live/work studio would be responsible for taking a shift once a week.
34. rent to own, lower or eliminated down payment for artists, involvement and support from a local or regional cultural or arts council.
35. rent control!
36. cost/convenience
37. Low interest loans for Living/work space or business development. Some legal and business advice. Coordination of promotional events and advertising
38. affordable rents
39. aid in purchasing a space - grants? loans?
40. low interest loans for people purchasing in the arts district of Worcester
41. economic incentives that would reduce the cost of relocation and renovation *break* structure for community of Artists
42. Upside economic potential - i.e., catch real estate when prices are low and not peaked.
43. Finance housing, small business loan for socially responsible products, local and international.
44. utilities should be included since its a work-oriented living space, and to make finance easier. Keep bills going to the same place, and fewer of them.
45. Lower the rates in certain sections or use abandon warehouses destined to be torn down.
46. Affordable safe housing, also see 1.12
47. grant programs.

48. Yes, an administration that really cares about the arts. just look art boston and 4point channel; kicking all those artists from that area. Now like at it - Pretty boutiques. Its a typical american story *break* bring in the artist, build up the area and then bring in yuppies and bankers and real estators and voila!! rents increases good by artists. to answer your questions.. provide low interest mortgages with little or no downpayments to move into your art district. Have 4 seasonal arts festivles/open studios open studios. Increase the amount of funding for individual artist grants... and yes greater than \$5,000 : increase this funding to \$10,000. Public support emotionally and finacially. Say, the feds

can support the tobacco industry and other worthy corporations why not the artists? As I see it, there seems to be little infra structure anywhere to assist the artist to be an artist. I don't know one artist that can work full time on their work. They work at trader Joes just to afford to pay studio rent but don't have the time to work in studio. and finally - really if there weren't art schools and colleges to hire a small pool of artists then we would be in even deeper trouble. : 0)

49. In the beginning of the development of the Worcester Arts District there was a lot of TALK about incentives for artists, like the idea of community, low rents, raw space, tax breaks. Also, incentives for existing businesses were mentioned, such as facade improvements, and better lighting and sidewalks. None of these things have yet come to be.

50. Grants.

Artist attraction and support: (10%)

1. An arts community as diverse and open as Boston's.
2. arts council of some sort, community outreach funding, free advertising, a community of artists seeking to Enrich other artists' talents collaboratively
3. support to shoe art and possibly sell art. would really like to see an area where people can drop off unwanted raw Supplies
4. community involvement is important. discounts or memberships to local museums and universities. generous gallery space.
5. A place where fellow artists can share ideas and encourage one another, but also a place where people can enjoy art and feel safe to walk down the street and bring their children to go check out an exhibit, music act or play.
6. If the Arts District pulled in tourists from out of town and interested locals, that would make a big difference to me.
7. In general, knowing the project has the support it needs to go long term, and knowing the community is governing itself with an eye on sustaining itself makes the idea much more enticing.
8. support for the arts by the city
9. Yes - political support for artists. A City that welcomes artists.
10. Well organized publicity for arts events in the area (i.e. open studio events that are advertisted well and coordinated with gallery openings...) Anything that would develop an art buying audience. It is nice to have lots of people look at and admire your work, but thoes who buy are the ones who make it possible to continue making art full time.
11. community support for the arts
12. Combined retail and art services
13. Basically just other things going on, art related
14. help with marketing my work and gaining connections in the art world.
15. convenient copying/shipping services (e.g. we are now close to MailBoxes, etc.), help with promotion of events – common calendar, etc., postering

Events: (5%)

1. Yes. *break* Credit union of artists *break* Business incubator *break* Collective advertising *break*

Festivals/Events promotions, exhibitions

2. festivals
3. Lots of arts events
4. events of shared cultural interest
5. I think that the street fair is a good thing.
6. Timely notice of events, auditions, gallery show openings, classes in local/regional/Boston media.
7. several major arts events in the district (at least one per season.)

Studios/Galleries: (8%)

1. Gallery access, show availability, stipend/grant monies...
2. Monthly open studios
3. communal gallery/show space. Opportunities to exhibit/sell work.
4. Subsidized space
5. great spaces for a great rent and option to buy
6. Not to live. I would be interested in assistance to establish a studio there and possibly a private art school.
7. Free space, work gallery, people who will actually buy product.
8. - open studio's - free to public, heavily publicized *break* - also, a common area (clean) set-up to take slides/digital images of work.
9. The right space with the other factors mentioned before may entice me, although I am undecided about even moving.
10. open studio weekends etc
11. Increase linkages between local schools and artists.
12. Help from the city on REALLY promoting arts in the community.

Services: (5%)

1. Connections to the internet as well as local, state and city wide connections.
2. *break* Also, if the area was safe and nice to live in.
3. I would like foot traffic, art galleries, shops, and a ""village"" feeling --- with links to Boston (commuter trains running frequently.)
4. If the DPW could manage the street cleaning more regularly and the Worc Police would have a regular presence there, that would be very enticing. The City is already doing a great job at marketing cultural activities via your web site - thank you!!! StART on the Street is a tremendous incentive too.
5. promise of safety, cleanliness, privacy w/community etc
6. business advice of any form would be most appreciated
7. The city of worcester should help provide cheap/affordable health care for artists.

Other: (17%)

1. much more money poured into making the neighborhood appealing; marketing strategies? that's an upsetting question real changes are needed.
2. The promise of a vibrant micro-community that is not only self-sustaining, bt also is appealing enough in its amenities to draw others in for shopping and cultural activities.
3. Better than what we have now, and boy did the city spend a lot of money on the marketing plan.
4. Locate the district where the artists already are. (and not just the handfull of well-fed whit artists, but the real Artists)
5. the city should market it and put it in a safe location so people wont be afraid to venture there, because it will Bring in commerce
6. as long as I could live and run my business from the same location I'd be fine

7. marketing, financial, shipping
8. any added benefit would be appreciated
9. already living near by
10. Options for ownership and anything other than just rent.
11. only what have mentioned
12. brothels, a rubber chicken factory, the worlds largest chicklet, a magick nose goblin collection, a C4 theft deterrent system, an 18"" hot pink and glitter dildo.
13. LESS CRIME
14. Long-term leases, subsidies, and most especially underwriting enterprises to bring in attention and the public in a sensitive way, not by making a mall out of it, but getting critical attention and the notice of artists and the public
15. Almost anything you might do would have an effect on the decision I might make.
16. I think what would be crucial for me is eveidence of some genuine cultural achievement coming from the place. Art that is meaningful, purposeful and engaged. I would be drawn to that primarily. Then it would be real nice if I Could afford it.
17. Yes, i can't put enough emphasis on all of the above. Entice me, entice me, entice me!
18. I never respond to marketing strategies...yuck. I respond to the right price!
19. marketing services for srtists similar to those provided by the Department of Culture and History, Charleston, West Virginia
20. The District was plunked down in the 'combat zone', along the nastiest section of the spine of Main Street, where little or no viable spaces for artists exist. With the introduction of the beautiful and expensive dream plan, known to most as the Master Plan for the arts district, the prices of any possiblebuildings sky-rocketed, or great buildings in areas proposed for inclusion in a re-zoning of the district were purchased by developers with their own commercial agendas. So in a nutshell, the strategy should be DEVELOP AFFORDABLE, VIABLE SPACE FOR ARTISTS. ART IS GOOD BUSINESS. IT IMPROVES THE QUALITY OF LIFE IN A CITY.
21. Any studio/home area that is created should have a solid foundation and opportunities for artists to make decisions about their spaces. *break* *break* It would be great if housing prices were kept low, if in a studio building. Would it be possible to offer artists opportunities to buy into a small neighborhood that is not necessarily right in the middle of the city?
22. Models & floor plans /photo's of future spaces that will be available to the artists in area, have some of it in the worcester magazine since most of the residents read that more than the telegram.
23. Kiosks with announcements, no car zone,
24. If you expanded and marketed on Shrewsbury St. Area
25. Just having some idea that the area will grow.
26. Possibly...I would need more specific information to evaluate.

No: (21%)

1. none
2. No
3. Not really
4. i don't think so
5. no
6. no
7. N/A
8. No.
9. not really
10. no
11. not that i can think of at this time.
12. NO
13. No

14. no
15. No.
16. no
17. Don't know
18. No
19. not sure.
20. No
21. no
22. not applicable
23. don't know
24. no
25. no
26. Don't think so.
27. no
28. no
29. no
30. Not that I can think of.
31. No

Conclusion: Of the people who responded, mostly financial services such as tax benefit and financial aid would entice them to move to an Arts District in Worcester.

Question #: 4.3

Question: Are there specific arts events that you would like to see happen in the Arts District?

Results Table:

Category	Total #	Percentage
Outside Events	12	7.89%
Public Art	21	13.82%
Open Studios	14	9.21%
Music Festivals	15	9.87%
Theater	11	7.24%
Dance	3	1.97%
Reading/ Writing Event	5	3.29%
Shows/ Festivals/ Fairs	21	13.82%
Other	31	20.39%
No / I don't know	19	12.50%
Total	152	100.00%
Total # of Responses	133	

(19 non-responses and 5 responses disregarded)

Coding Scheme:

Outside Events: (8%)

1. More stART festivals, public art programs. Because I have two small children, I would definitely encourage more outdoor festival-type events that would be geared toward families. Also, because I own a house in Worcester listed on the National Register of Historic Places, I would be greatly interested in seeing the ""Art at Home"" concept realized. I would be a regular customer for custom stained-glass, artistic doorknobs, refurbished furniture, glass, pottery, textiles. As it is, I have to travel throughout New England trying to find salvage yards and artisans who have these specialties.
2. More street installations, more activity in the street. Take an event like stART and scale it down to do it once a month, like NY.
3. like stART on the street, maybe some more youth oriented for teenagers and young people in college
4. stART festival is good
5. Parade's or festivals, outdoor music series, walking tours
6. build upon existing stART-- quarterly stARTs with varying seasonal themes. political forums that use art as medium for expression. more youth opportunities-- community and environmental awareness projects.
7. Start on the street, of course... art auctions
8. I like stART on the Street. Workshops would be cool too, cafes, restaurants,
9. More street fairs, outdoor events, dance parties
10. Start on the Street is a good event.
11. I don't know. Maybe the large institutions, the Worcester Art Museum, Craft Center, the schools(colleges) to take part in street fair.

12. start on the street twice Spring or Fall

Public Art: (14%)

1. free gallery showings, contests,
2. More visual art venues, private galleries and shops.
3. more public art
4. More advertising in the galleries.
5. Visiting artists, lectures, galleries.
6. Shows of local artist's works.
7. more alternative galleries for artists of all genres
8. I would like to see quality galleries in this district.
9. Art exhibits for visual artists, and public readings for writers.
10. More art, public art, community art, visual art, performing art, literary art....
11. more art displays, beautification of Worcester.
12. Multi-disciplinary programs, performances. Artists working in collaboration to create, present, market and educate the general public.
13. more galleries and places to sell work
14. local artist's movies, music, poetry, paintings...
15. Gallery *break* Performance
16. More exhibits
17. more freelance sales and more art sales in general
18. gallery, performance art
19. coordinated gallery openings, poetry readings
20. e.g. art galleries.
21. Then, gallery exhibits, poetry readings.

Open Studios: (9%)

1. open studio tours
2. open studios
3. open studios?
4. open studios
5. Open studios
6. periodic open studio events
7. Open studios twice a year *break* First Fridays every month in a gallery district that includes at least 10 galleries within a few square blocks.
8. open studios and an active commercial arts district
9. open studios, workshops/classes, gallery spaces, diversity and a sense of community working towards a common goal--making the arts available and accessible to everyone.
10. Open studios
11. Open Studios, classes and workshops (maybe have space in the studio building, so that artists could offer courses)
12. Community based art programs or an open studio program - a composition group including space to practice and perform
13. open studio events
14. open studios

Music Festivals: (10%)

1. Music and film are key for me.
2. More musicals. . .more exposure for new artists (me)
3. Yes, more music festivals. Real ones with new people and real artists not the same overrated ones we are all used to.
4. integrated music, dance and visual arts performances
5. i'd like to see a real town wide music festival that will include all ages events and bands that get paid (i'm looking at you (palladium ""exposure"" shows)
6. musical concerts(outdoor and otherwise), theatre performances, art exhibits
7. Double reed day, classical music, festival, chamber music
8. More live music, more gallery showings, more festivals, more community support.
9. Musicians (accomplished) giving speeches or having a rap session. Interviews with artists of all types.
10. more live music.
11. Performance art (including broad category of ""world music""
12. musical events.
13. music events
14. music (classical, especially new music as well as other kinds)
15. music

Theater: (7%)

1. An on/going staging of risky, talented theater- something more demanding than Annie in a church basement or the kind of thing produced by, say, a mediocre college theater department. This would, of course, require talent, well written plays, and a relocation of the audience that now must travel for it's theater.
2. More Theatre!
3. I think amateur theatre groups within the art district should be encouraged. I would like to see more local playwrights and theatre troupes encouraged to perform their plays and acts. There are too many old plays being rehashed and not enough new ideas. I feel it's time to take a chance with some local talent.
4. a: I'd love to stage a puppet show. *break* b: a fringe arts (circus arts, puppetry, etc) series
5. Theater.
6. A variety of things -- theater, visual arts exhibits, performance art, readings, workshops and lectures – and in various combinations mixing mediums and genres.
7. theatrical events
8. Theatre-type stuff - that would be what I would bring to the table - so invite me to sit down.
9. theater/plays
10. more experimental theatre/performance, not mainstream plays, etc. unless Showcase really opens.
11. theater

Dance: (2%)

1. dance concerts that engage the community to become involved
2. Dance shows. I'm a bellydancer, and would LOVE to bring tribal belly dance to the coffee houses of Worcester
3. Dance, multimedia, poetry, lectures for popular!

Reading/Writing Event: (3%)

1. More writing events. The Tatnuck Bookseller has readings, but I'd like to see something like the Newtonville Books and Brews series in Worcester. Check out www.newtonvillebooks.com for details.
2. More fiction readings, but then again, I'm biased.
3. Get well known arts journalists, e.g. Peter Scheldjhal, Simon Schama, to review shows in the area.
4. poetry readings
5. poetry readings

Shows/Festivals/Fairs: (14%)

1. High end craft shows.
2. City sculpture art show. Perhaps a weeklong event modelled on the car shows with installation peices and exhibitors.
3. Film festival, music festival, crafts
4. I think expressive media based in the place would be important. Publish an arts/literature journal, host conferences and festivals, have a radio station, you name it, but broadcast a vision.
5. A beautiful cultral festival - Providence's water-fire is a good example to follow - not literally, but in feeling. Something a bit sacred and celebratory, classy. *break* *break* Think to the different cultural communités in Worcester, I'm sure there are people who would be thrilled to create cultural dance fesivals or introduce others to festivals celebrated in thier country of origin. The Cambodian water festival in Lowell is a good example. What is unique to Worcester? What does Worcester have to celebrate? That is where you will find the answer. *break* *break* A few years ago, I went to the Latin-American festival held in Worcester, but was very turned off by it - it felt only like a political rally, a place for politicians to win the latino vote. Maybe it is different now. *break* *break* An international film festival is always a good draw.
6. fairs/exhibits
7. Public performance of music, poetry, writing. Artists showing and discussing work. Artisans and artists open studios. Spaces to hold classes, show film makers work, Dance performances. Residents contributing to ""beautification "" projects. Residents taking turn manning info booth. Anything to create a sense of a community with a shared interest and identity.
8. art shows/demonstrations *break* recitals/concerts
9. some sort of art fair or community show, a judged event?
10. the art fair's a great idea--maybe more of them, and maybe the kinds that bring tourists
11. excellent touring performances and exhibits from other parts of the country and world
12. i think stArt is great. Other events tha bring people to the area and increase the District's visibility would be good. Classes of various kinds would probably be good.
13. festivals
14. exhibits in a community of studios
15. more art shows
16. festivals
17. festivals like stART on the Street
18. something like Cambridge River Festival
19. Shows, performances, events that would bring non-artists to the area to see what the Worcester Arts community has to offer.
20. art festival, gallery showcasing, etc.
21. StArt on the Street *break* An indoor ritzy version of StArt on the Street for more expensive art. *break* Conferences that draw people from all over. *break* Film Festivals

Other: (20%)

1. Indoor celebration
2. As many as possible
3. Getting the hell out of Main South and moving to where the artists already are.
4. HEALING WITH ART,CHANTING, *break*
5. bring in the higher class crowd with more disposable income by classical music concertos ,art auctions etc. have them advertise each other
6. any and all
7. a 20 woman orgy, and a tacobell 3 legged cats, legalization of marijuana.
8. yes, but i can't think of any right now
9. yes
10. More independent and documentary film venues.
11. Nothing specific, just a lively arts scene.
12. Folk Art?
13. 1. annual juried show for fine art and crafts with large prizes and a color catalogue *break* *break*
2. annual sponsored one-person shows at the Worcester Art Museum with color catalogues
14. I'd like to see WAD moved out of main south.
15. contemporary art surveys, in painting , sculpture , installation, by new england artists. Art symposiums by well established artists, critics, curators, gallery owners.
16. more for children and novices...art is for everyone. I want everyone to feel welcome to express themselves
17. surface design association annual conference
18. People moving into the area, investment in the arts.
19. cheap work space with a suitable community of artists.
20. I really hope that a lot of artists support this project, maybe art classes in peoples studios? art shows...
21. Multi cultural community building of people!
22. opening of INDEPENDENT coffeeshouses - our venues are closing at an astronomical rate.
23. Quarterly arts/crafts shows.
24. Masquerade ball, outdoor theatrical performances, Halloween haunted house, a worcester ""ghost tour""
25. Anything that encourages participation of our children!
26. Less traffic so art can be set-up outside, like Quincy Market place in Boston.
27. A gathering a la ""Burning man"" (the original idea not the beurocracy it has become)
28. More collaboration with local art students to keep them in the area.
29. Somehow get the WAM curators involved in dialogue with the local artists. Developpe a professional support network that could meet regularly or at least be available to one another.
30. better juried shows/ level of art needs to be higher/ more discriminating, less democratic for anyone to take this movement seriously.
31. Certainly ARTSWorcester is a plus. While there are no coffee shops, cafes or shops (antique shops could be brought to the area) people will go to ARTSWorcester but not play in the neighborhood. The original idea for Odd Fellows was to have music, drama, and art space for the colleges. It didn't happen due to the financial Climate.

No/I don't know: (13%)

1. none
2. No
3. No.
4. Not sure.
5. no
6. nope
7. N/A
8. no.

- 9. no
- 10. not at present
- 11. No.
- 12. Not really.
- 13. don't know
- 14. no
- 15. not sure at this time
- 16. no
- 17. no
- 18. no
- 19. No

Conclusion: Overall people responded with wanting to see events such as festivals to display their art and ideas. The two most popular events were displays of public art and Festivals/Fairs.

Question #: 4.4

Question: General comments/suggestions

Results Table:

Category	Total #	Percentage
Move Location	8	7.34%
Safety	10	9.17%
Good Luck/ Thank You	13	11.93%
Complaints about Survey	9	8.26%
Affordability	8	7.34%
Improve Worcester	15	13.76%
Skeptical	8	7.34%
Help Artists	6	5.50%
Suggestions	13	11.93%
Other	19	17.43%
Total	109	100.00%
Total # of Responses	98	

(54 non-responses and 32 disregarded responses (including “none”))

Coding Scheme:

Move Location: (7%)

1. Stop forcing Main South on us and look at other locations.
2. The Sprinkler Factory has a lot of potential to be developed as an arts center.
3. How was main south chosen???? *break* What about Highland St. area, Harlow St. area, Water and Harding Street area?
4. I think the Harlow Street Studios are a really vibrant/happening arts community which should be capitalized on. Why not build more live/work spaces there? Artists could partner with the nearby elementary school and others in the Burncoat quadrant.
5. move the location!
6. don't put it in a rough part of town
7. I hope the ""Arts District"" will be expanded in people's minds to include the burgeoning and active artist community already existing in the sprinkler factory on Harlow St. For housing, perhaps you could look to buying up some of the houses on Harlow and renovating them. The location is already close to shopping, highways and public transportation.
8. The area is visually unappealing - Burwick bldg., closed stores, dirty sidewalks, people loitering; Why aren't there street musicians in Worc?, events in Santiago's parking lot.

Safety: (9%)

1. get rid of the pip center from this area

2. I've lived in worked in the area for 6 years, i'm not originally from central ma. i believe the biggest hurdle to overcome is the perception *break* of the area and having it be a safe place for residents and visitors *break* also having it be visually appealing and clean
3. The area really needs to have more police patrolling the area, maybe even another station, other than the one that resides on Worc. Cntr. BLvd. Hope this helps!
4. Please provide the artists and population of the City of Worcester with safe art friendly space.
5. Safety and convenience are big considerations for me. Currently my studio is at home, which is both safe and convenient!
6. Great idea - concerned about location. I don't feel safe there.
7. The idea for an Arts District is fabulous. However, the area that has been chosen is just too unsafe and run down. If the area were safer, the area may be helpful. It is a big problem that for many patrons of the arts, walking in the area of the Arts District is unappealing for safety and aesthetics.
8. It is difficult to live and work in the area around the PIP, my girl-friend is afraid to live in that area.
9. The make-up of the area of the city chosen as an arts district seems to me to fit the ""starving artist"" type. The people on the sidewalks scare me - open drug deals especially bother me.

Good luck/Thank you: (12%)

1. thanks!
2. this survey was a good idea to get feedback. ty
3. good luck with this, i hope you succeed
4. Good luck with this endeavor
5. I wish you well and I feel you are on the right path, continuing to help and push the arts is a must!!!
6. I'm very excited to see where this goes. I have been wanting to move to Worcester for some time!
7. good luck
8. Good luck.
9. good luck!
10. Thank you for your desires to support the arts in Worcester and recognizing the need for arts in a healthy culture.
11. Keep up the good work!
12. I hope this works.
13. Sounds like a great plan, would like to help.

Complaints about survey: (8%)

1. don't be redundant in the questioning
2. This survey needs work. There is a place where you have ""student/work space"" -- I think you mean "studio/work space"*break* There are questions that are confusing on the first screen, especially as to whether you are referring to work or residential space in each question. *break* There is a ranking question that is treated like a rating question -- i.e. 4 Likert scales for ranking 5 items.
3. change some of the questions. Who was the genius that developed them?. They are biased and repetitive
4. As i mentioned before , this is a difficult questionnaire because there are no options for DKs. People like myself know very little about the Worcester area. I love the art museum there but that's about all i know of the city. Beautiful country around the city..
5. This survey can and should be shortened.
6. I found some of the questions to be repetitive, but maybe that is just based on my own circumstances and the answers I gave. *break* I suggest having an arts council for support if there is not one already in place. *break* Please let me know how to further investigate the availibilities of work space whether through websites or particular reality agencies.
7. shorter survey

8. Whatever agency sets up this questionnaire for you must be new at this. Please tell me you did this inhouse or got it for next to nothing. And the Arts/Living idea definitely needs to be revived.
9. I'll bet you don't get a lot of surveys because of postage, etc. Drop-off boxes next time?

Affordability: (7%)

1. Keep it affordable!
2. Affordabilty! See a trend here?
3. I think a Worcester Arts District is a great idea and could fill a great need for affordable artist space as well as creating a very exciting place in the city.
4. Most artists want raw unrefined live/work spaces - I would sacrifice a lot for a space that was affordable and Versatile.
5. affordability and a concerted community effort to support the arts are most important.
6. Affordable loft-style living would appeal to artists and the younger college graduates to early 20's group. We have huge student population that would help turn this city into a ""Boston"" if we nurture this group and provide the right venues.
7. Low cost and easy terms
8. affordable spaces

Improve Worcester: (14%)

13. As a twenty-something with a career in the performing arts, I am sincerely interested in the creation of an environment that combines the demands for amenities people have and the flavor for sparking creativity and collaboration between artists. Programs like this when working in conjunction with other civic improvements can transform an old mill town like Worcester. It is smart use of previously underused real estate and a truly innovative community for this city.
14. Police, fire and emergency personnel, city council and school personnel achieve balance for the good for the City! My whole family is from Worcester and I do not ever intend on moving, so it pleases me greatly to be a part of creating an exciting Arts District that would capitalize on our great cultural resources and make them better known and more accessible to internal residents and external visitors.
15. Also, maybe a park with sculptural installations or nicely designed bus stops/phone booths (I am thinking of the bus stops at some places in Miami for example). And fountains always help. Improved lighting too.
3. Worcester could truly become a new arts community, since artists are desperate to find affordable live/work space. With the opening of a few galleries and an area of the city that is vibrant and revitalized, Worcester would have no problem becoming the preeminent arts district in the state. Boston is simply unaffordable at this point, and some of the riskiest, most interesting art isn't happening there. Worcester has an opportunity to pick up the slack and become known as a true avant-garde center.
4. An arts community would be a terrific endeavor for the city of Worcester
5. Worcester needs to feel more livable, cleaner and with a park system of some sort, less industrial.
6. an arts district that is open and accesible to the community can only make worcester a stronger, healthier city. it's a great idea and one that I hope progresses to the point that I will be able to be involved!
7. I was looking at a pictorial history of Worcester around the late 1800's/early 1900's and it made me sad because it use to be such a beautiful and vibrant place. Worcester desperately needs the Art District. I've met so many talented artists through the Art Museum and the Massasoit Art Guild in Spencer, MA who would absolutely thrive in an enviroment that a place like the Art District could offer. You don't know how happy it made me to receive this survey in my e-mail. It tells me that the idea is not dead and there are people out there who want this just as much as I do. I strongly believe that the Art District would be the best thing to ever happen to Worcester. And it would give people an alternative to life in Boston.
8. Wonderful idea - I would love to see it happen to combine the segmented concentrations of artists into one community. The artists in Worcester (or those who have moved out) could greatly benefit from this, and Worcester needs it.
9. Worcester REALLY needs to get it together. It seems as if the city extends the invitation, then throws up every roadblock to achieving the goal. Different agencies need to start communicating WELL. I say this as one who has lived in Worcester most of my life. The bureaucracy in this town borders on the silly- would be if it were not so tragic.*break* I hate to say this, but take a look at Providence. Great model. *break* *break* Worcester has all of the raw materials- again, it almost seems to be that it has to WORK to inhibit art community Growth- and it does so with alarming effectiveness.
10. I think it's great that there are people seriously working at this. Perhaps if there had been more for me as an artist in Worcester twenty years ago, I'd have stayed. I clearly remember going to Boston for readings and other cultural events, meeting artists in the city and having them say when they found out I lived in Worcester, ""What are you doing there? What's there for you?"" A city the size of Worcester with a great museum and university and several colleges, and so many other remarkable institutions combined with a population that would benefit from the work of artists in their community, ought to be the right mix for something like this. And artists themselves need community that give them a haven from the pressing responsibilities of their lives, so that they may do their best work. There seems to be an awful lot of building stock that is going unused and it either ought to be torn down or developed for twenty-first century use.
11. I think it's great that Worcester is considering an art district, as it will greatly improve the cultural strength/diversity of the area.
12. It's a good idea for Worcester

Skeptical: (7%)

1. Much time and energy and MONEY has been put into the arts district master plan and nothing is happening. How about looking at the city as a whole and instead of saying here is our arts district, we say here is a map of

our cultural areas, please visit them. Jus an idea . . .

2. Cut the developers out . Most artists would rather have really cheap raw space and create the function (do the developing themselves). Developers just add expense to the equation.
3. Get more creative, do something that hasn't been done before.
4. The idea of an arts district in worcester is incredibly enticing. I would love to live in such a place, and i love the city of worcester. However, the current propositions make me very concerned. The thought of being thrown down on south main street seems like a horrible joke to me. Studio spaces require comfortable settings and usually expensive materials and equipment. How is such comfort possible when one would have to worry about their expensive materials and equipment being stolen. Maybe, i don't understand all the facts, but this sounds a lot to me like a bunch of politicians putting on their ""massachusetts liberal"" masks and pretending like they really care about worcester's culture. I know worcester's culture well and i drive through south main street quite often to get downtown. The thought of combining the two sounds like a bad joke to me. If you're serious about an arts district you'll think about what worcester already has and why the bijou cinema has to be torn down for office buildings and retail shops.
5. This area has great potential, but the city has let down people so many times, it's hard to invest in this project because of what the city has done in the past. Private investment seems to be the key, and I'd like to know more about who's investing and when things will happen.
6. give up
7. My general impression about the development of the Arts District is that it lacks any organic growth, in other words natural growth propelled by the artists themselves, rather it is being pushed by political agendas and the artists are sitting back waiting to see what might happen. Nobody is particularly interested in the location and some are in fact quite deterred by it. if it works, I'll give everybody a big pat on the back, but I have to admit that I am sceptical.
8. It needs to have more lighting more night life on the weekdays, not just on crazy weekend nights, when people are stumbling outta the bars. Developers may see that as a sign that the city really wants an arts district and not just some pipe dream a random hippy came up with.

Help Artists: (6%)

1. THE ART DISTRICT SHOULD BE A PLACE TO BRING COMMUNITY TOGETHER, SHARING CULTURAL DIVERSITY AND HELPING EACH OTHER TO GROW IN UNITY.
2. I applaud the comprehension of the fact that a place where artists are willing to live is a place where the rich will surely follow.
3. The district sound like a great idea to me. I beleive there are many artists in isolation, not making contact with the public, both benefit from being brought together
4. I am not interested in moving to worcester. I do think its a great Idea to develop the city and that there a probably quite a few artists who could benefit from such an arts community. I like my independence and distance from an art community per se
5. it would be nice to have a community of artists working together in the same location where studio space is affordable for renting.
6. The more artists know one another, the more interested they may become in living/working in proximity (unless they don't!).*break* The pot must be sweetened for struggling, low-income artists - ""patronage"" can come in the form of lower rents. *break* *break* Artists with school-age kids must be identified and needs considered.

Suggestions: (12%)

1. there should be a ""free"" advertised gathering place for cultural minded people that pays for itself thru sale of coffee tea pastry do a deal with a biz like starbucks or white hen put this place on the bottom floor of various galleries have various types of artists design it for ownership feeling
2. Worcester has artists, but right now, the focus is on painters and sculptors. Don't forget the writers and actors.
3. A congealed community is important. I was an original resident of Westbeth, the first artist work/live space in NYC back in 1969. It was very important that we all had time and space to ourselves and not constant badgering from the community. Personally I prefer being in a building with 4 or 5 live/work situations. I left Westbeth after two years and joined with 4 other artists to net-lease a building, for 10 years, that we renovated ourselves. This worked out much better for me.
4. Worcester needs a performing arts venue that is not as expensive to rent as Tuckerman and Mechanics Hall. Churches are often used, but are not inexpensive, and are exclusionary.
5. Tax breaks on art sales. open studios events, Incentives for aspiring gallery owners.
6. One of my plays, The French Impressionist Wrestler, recieved the MASS CULTURAL COUNCIL's award for 2003. Its painful to me that there is no real venue for such theater in Worcester. The play takes place in Worcester; I'd love to see it properly staged here.
7. would like to have a workshop for public for small fee for artist to give classes
8. Maybe you could offer tours to artists and interested people so we could see what exactly you mean by the arts district.
9. I think that the focus should to develop affordable studio space and affordable housing serarately. Once you try to combine the two it forces a developer to have to undertake very significant renovations to make an old warehouse building liveable. That would not be the csae if it were to just be work space. *break* *break* Also it is important to remember that Worcester is a very small city. The idea that there should be an arts District rather than a citywide effort to promote and unify all of the cultural assets is counterproductive.
10. Worcester should make public national PR campaign that it is an artist-friendly city loaded with significant cultural assets and a very hassle free size and style urban area.
11. A giant maypole.
12. Worcester needs a multilingual multicultural ARTS district to achieve community Awareness, Appreciation, Access to all, Connections business, government, special areas of the arts, music, drama, dance, foods, and cultural!! *break* Offer safe places for children, singles, families and all types of fmfamily to come together in a SAFE environment!
13. a theater or performing arts center opened nearby, as well as an art studio, or promotion of galleries to enter the area may be helpful

Other: (17%)

1. One thing that has always sort of nagged at the back of my brain conserning the Arts District is the current population of the area in which the Arts District will be. I really only see two options: *break* 1. The current population is removed and the Arts population takes their places. *break* 2. The Arts District works to incorporate the current population. *break* *break* Personally, I don't see Option #1 as being very fair. Not raising a big stink about it, just something that I've wondered about.
2. Have toured the Beacon warehouse and believe it to be the cornerstone in the arts district plan.
3. I'm not sure I am the right person to have filled out this questionnaire. And in some ways I'm not sure I'm completely comfortable with even some of the suggestions I've made. What we all need is a way to do our real work without abandoning our responsibilities to our families, to support them, pay their doctor bills, educate them. This is a hard equation to balance. In some ways I'm scared of ghettoing the arts into districts. I sing in a suburban town. If I move, forced by circumstance, to a roomful of other singers will I be heard? And who will sing back in my hometown.
4. Worcester is so far away from Boston early in the morning to catch a flight, or late at night returning from one.

5. I like the idea of owning a live/work space.
6. As a painter my comments are slanted towards the visual arts. This is a great idea (the arts district), but to make it thrive it needs people who buy art. Check out 450 Harrison Ave in the South End of Boston. If you can make that happen in Worcester, the district will be a great success.
7. What's happening with Arts Worcester? I believe I paid dues once, maybe twice, never heard anything.... requested information a few times on loft space, but nothing was followed up..
8. A strong commitment from the city to the district
9. This would be a good idea.
10. When my wife and I first saw this brochure we were in stunned disbelief - this is the type of arts support program we would expect to see in Canada. Right now we're in a position where I am having to look for a job because we are just too poor to keep going like this. Getting a day job means my writing basically gets put on the back burner. My wife is an artist too - a musician - and she is unable to work because she is disabled.
11. I would like a living space close by to my studio. I think if it was on the same building it would have to be separate part and not too close by. So then I can separate the two and still have a life outside my art, where it's personal, so I could have family or friends visit.
12. I've only been hired through schools and private shows (parties, Rottmans) in Worcester.
13. I will not consider moving to an area that is designed to gentrify any area beyond reach of the current Tenants/business owners - it would be unethical.
14. I am an older artist (50-years) and am thinking about relocating. I own a 2-family house with another person now, which luckily has appreciated. I am considering all ideas, but am not sure I would want to live in a large renovated factory without a little green space (the typical city artist loft). That's why I wonder if it would ever be possible to offer artists a development that utilizes parts of the city that are more suburban.
15. I'd need more things to think about and people to talk to to have comments or suggestions.
16. I am a young musician.
17. If you are truly interested in the art district, buy art from locals.
18. I support the development of the art district.
19. If buildings/area are chosen to create a ""district"" of art, I would highly recommend having working artists on the board - layout of space/energy should be defined by the people who are going to use it.

Conclusion: Out of all the comments there isn't really a common majority category. But there are similar responses to do with location, safety, affordability, improvements, and suggestions. Also there were criticisms about the survey and skeptical responses about the city's promises.

Question #: 5.2b

Question: Does the idea of a living/working community specifically for artists appeal to you?

Results Table:

Category	Total #	Percentage
Positive	31	86%
Cultural/Creative Energy	6	19%
Artist Community	8	26%
Other	10	32%
No Response	7	23%
Negative	5	14%
Response	3	60%
No Response	2	40%
Total	72	100%
Total # of Responses	35	

(9 non-responses)

Coding Scheme:

Yes: (86%)

Cultural/creative energy: (19%)

1. the cultural energy
2. There would be synergy.
3. the creative energy infuses all the other ""components"" of a city and its citizens
4. Artists need to be near artists in order to keep the energy flowing.
5. Those darned creative juices are addictive
6. actually it wouldnt have to be specifically just fro artists but a space that would be condusive to creativity and visual appeal

Artist Community: (26%)

1. I enjoy the arts and artists, I somewhat consider myself an artist, and a sense of community is always a good thing.
2. artists are always interesting people to be with
3. I believe that there is strength in numbers and it is a way to help grow the arts community to produce more art. The resources and knowledge combined makes for more opportunities to produce work successfully while creating an encouraging environment.
4. I like being around creative people...it helps inspire me
5. I want to work with other artists. I think it's a very invigorate thought.
6. mutual inspiration, encouragement, etc.
7. Yes One will have to work harder to set themselves apart from the group. But the group can help to bring the masses to you.

8. community and diversity (ways of working and people) are always a good way to create a supportive place where people feel safe to take risks with their work and to get involved.

Other: (32%)

1. it will attract affluent people. bring in more money to the artists and attract more artists (systems thinking) artistic brains are highly valued in biz today as creatives think of the breakthrough ideas, ideas are more valuable than capitol
2. already said
3. if had own place to live, so wouldn't have to share br/ kitchen, I don't mind working with others.
4. for better exposure for students on the different areas to explore in the art world
5. Connections and networking with the people that I live with in the Worcester area.
6. good for support for own work; positive sensibilities
7. price
8. See question 3.6
9. Working yes, living not really, especially if too like minded a group.
10. it would be amusing

Yes' w/o responses: 7 (23%)

No: (14%)

1. too noisy when you need to sleep.
2. i just want a work space. i like where i live and don't want to move.
3. No, One will have to work harder to set themselves apart from the group. But the group can help to bring the masses to you.

No's w/o responses: 2

Conclusion: Seeing section five is the option student section there are not many responses. But the few responses do highly favor that the idea of an artist living/working is appealing because of the community and synergy.

F Arts District Database User Manual

Arts District Property Census Database User's Manual



This manual gives step-by-step instructions on how to use and update the Arts District property census database. The database includes information such as address, assessed value, and photographs. This manual was prepared by Brian Berk, Amy Jackson, Nicole Prego, and Anthony Zalesky. For further questions, contact Brian Berk.

Worcester Polytechnic Institute

Worcester, MA 01609

100 Institute Road

Email: arts-b04@wpi.edu

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Introduction

This User Manual is designed to inform and instruct the reader about the functions of the Arts District Database. This User Manual will go in detail about the three main features of The Arts District Database; Master Form, Developer Form, and Search Feature.

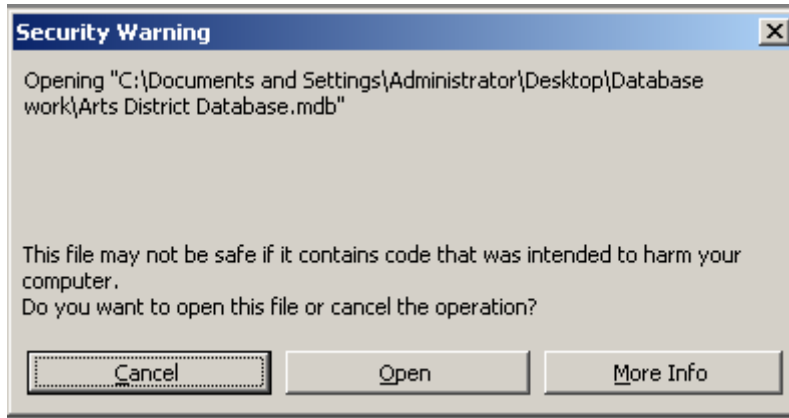
About Microsoft Access

Microsoft Access is a program that provides a powerful set of tools which are used to compile large amounts of data. Microsoft Access is powerful enough for professional developers, yet user friendly enough for first time users. You can create or use powerful database solutions that make organizing, accessing, and sharing information easy and efficient through the use of tables, queries, forms, reports, pages, and macros. Microsoft Access is also popular on home and office computers. For this reason Microsoft Access Version 2003 was chosen as the database program.

Getting Started

The first step in using the Arts District Database is opening the File. The file is named, “Arts District Database.mbd” and is 2.2 gigabytes large. First you must make sure your computer has a DVD player. Insert the DVD labeled Arts District Database into the DVD drive. If auto run is enabled, the data on the DVD will show up. If not double click your DVD icon under My Computer to view the contents of the DVD. Select the program called, “The Arts District Database” by double clicking it. This will start an event and bring you to a window which looks like Figure 1 shown below.

Figure 1 Opening Program Window



Continue by selecting the button labeled, “Open”. This will open the database and bring you to the main control center.

The Switchboard

Upon opening the program, you will be brought to the Switchboard, shown below in figure 2.

Figure 2 The Switchboard

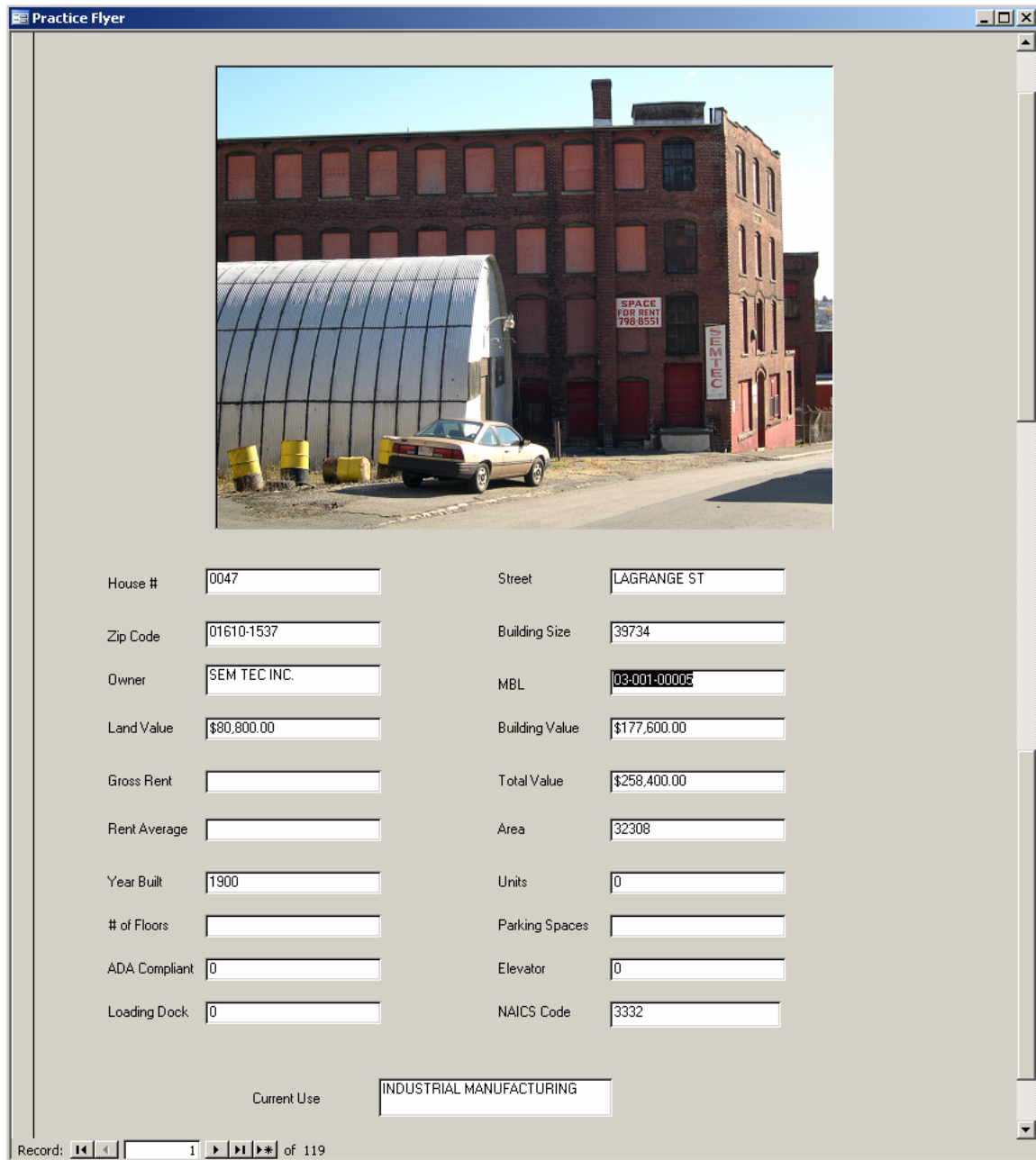


The switchboard servers as a control center for the database. It allows you to quickly and easily access all the functions on the database with a single click of a button. The three buttons are Open Search Feature, View Form for Developers, and View Master Form. Upon clicking on the button, it will open the corresponding form in a new window.

Form for Developers

The form for developers was created to provide developers useful information about a specific property. The form is shown on a 8 ½ by 11 inch sheet, similar to a flyer. The Form for developers is shown below in Figure 3.

Figure 3 Form for Developers



The screenshot shows a software window titled "Practice Flyer" with a photograph of a brick building and a data entry form. The photograph shows a three-story brick building with a sign that says "SPACE FOR RENT 798-8551" and a vertical sign that says "SEM TEC". A white car is parked in front of a large, curved, corrugated metal structure. The data entry form contains the following information:

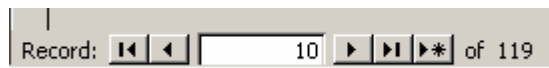
House #	0047	Street	LAGRANGE ST
Zip Code	01610-1537	Building Size	39734
Owner	SEM TEC INC.	MBL	03-001-0000E
Land Value	\$80,800.00	Building Value	\$177,600.00
Gross Rent		Total Value	\$258,400.00
Rent Average		Area	32308
Year Built	1900	Units	0
# of Floors		Parking Spaces	
ADA Compliant	0	Elevator	0
Loading Dock	0	NAICS Code	3332

Current Use: INDUSTRIAL MANUFACTURING

Record: 1 of 119

The types of information shown are address, Owner, building sizes, monetary values of the land and building, and building amenities. The box all the way in the bottom left of the form allows you to cycle through or jump to specific buildings. A larger view of the cycle panel is shown below here in Figure 4.

Figure 4 Cycle Panel



The First button is a line with a left arrow. When pressed, it automatically displays building number one of the Arts District. The button to the immediate right is just a left arrow. When the left arrow is pressed, it will cycle to the previous building. For example, if building number 10 was currently displayed and the left arrow is clicked, building number nine would automatically be shown. The Field Box in the center of the Cycle Panel is for quick cycling. Click in the box and manually enter any number and press “enter” on the keyboard to immediately jump to that specific number instead of cycling through one by one. The button to the right of the field box is a right arrow. It function the same as the left arrow except it cycles to the next building. For example if building ten was currently displayed, pressing the right arrow would immediately bring up building number eleven. The next button is a right arrow with a line after it. When selected this button jumps immediately to the last building in the database. The last button which is the right arrow with asterisk is not used in this application. To exit out of the Form for Developers simply press the “X” button in the upper right corner of the window.

Master Form: Reading and Entering Data

Upon clicking the button labeled “View the Master Form”, the Master Form will be immediately opened in its own window. The Master Form is shown below in Figure 5.

Figure 5 The Master Form

MBL Number	03-010-00047	Street:	MAIN ST	NAICS Code:	531120	<input type="checkbox"/> Sale?
House Number:	0627	Zip Code:	01608-2022	ID:#	117	<input type="checkbox"/> Rent?
						<input type="checkbox"/> Lease?
						<input checked="" type="checkbox"/> Not Available

Building Size in Sq. Ft.	44880	Year Built:	1900
Area in Sq. Ft.:	31719	Architectural Style:	NA
Square Feet per Unit:	42000	Number of Parking Spaces	50
Number of Floors	2	Listed on the National Registrar	<input type="checkbox"/>

This Form contains every data category collected about each building. The upper third of the form contains the information: MBL Number, House Number, Street Number, Zip Code, NAICS Code, ID#, Sale?, Rent?, Lease?, Not Available. This information is always visible and shown on the form. The lower 2/3 of the form changes depending on what specific section of data you are interested in. The lower 2/3 of the form is divided into five specific categories; Property Info, Economic, Contact Info, Units and Amenities, and Picture. These categories are accessed by clicking on the corresponding Tabs. The

Property Info tab displays the information: Building Size, Area, Number of floors, Square Feet per Unit, Year Built, Architectural Style, Number of Parking Spaces, and Listed on the National Registrar. The Economic Tab displays the information: Land Value, Building Value, Total Value, Gross Rent, Average Rent, Owner Name, Owner Occupied, Mortgage, Tax Taking, and Not listed in the Registry of Deeds database. The Mailing Info button displays the information: The mailing address along with the ROD year, ROD Book Number, and ROD Page Number. The Units and Amenities Button displays the information: Number of Units, Number of Residential Units, Number of Commercial Units, Property Zone, Specific Property Zone Category, Owner Date, Class, Elevator, Loading Dock, and ADA Compliant. The last Tab is the Picture Tab which displays the information: Current Use, View, and the Picture is shown.

The Cycle Panel is also used in the Master Form. It works the same exact way as listed above under the Form for Developer Section, with one addition. The far most right button labeled with a right arrow and asterisk is used. This allows the Master Form to also function as a Data Entry Form, and allows the Master Form to have a dual purpose. When the Right Arrow button with an Asterisk is pressed, it creates a new data entry in the Arts District Data table and blanks out the Master Form. The new information about the building can be typed into the empty Master Form and will be automatically saved upon pressing the enter key. This allows the database to be easily updatable and expandable.

Search Form

The Final tool of the Arts District Database is its search feature. Upon Clicking on the “Open Search Feature” button from the switchboard, the Search Form will immediately open. The Search Form is shown below in Figure 6.

Figure 6 Search Form

The screenshot shows a window titled "Query Form : Form" with a search interface. It features four input fields for "MBL Number", "Owner Name", "Parcel Size", and "Total Value". Below these is a "Total Value Options" section with two radio buttons: ">=" (selected) and "<=" (unselected). There are three checkboxes for "Sale", "Rent", and "Lease", all of which are checked. A "Run Search" button is positioned in the lower right area. At the bottom, a record indicator shows "Record: 1 of 1" with navigation icons.

All the buildings in the Arts District Database can be found, sorted, and filtered by entering in specifications in the blank categories of the Search Form. Each property is given a specific MBL Number which is unique to itself. If you enter in the whole MBL Number, the unique property will be displayed in its entirety. When a partial MBL number is entered, it must be enclosed in Asterisks as shown here: *#####*. This will

filter through the entire database and display all properties which have the partial MBL Number in common. The next searchable category is Owner Name. It works the same as the MBL Number. If an entire owner name is entered, all properties owned by that specific name will be displayed. You can also search through the entire database with a partial name by enclosing the partial name within the asterisks as shown: *bob*. The buildings in the database can also be searched by Parcel Size. By entering in a square foot value, all corresponding buildings with an equal or greater than Square Footage will be displayed. The Total Value search criteria can be filtered by two ways, which is controlled by the toggle button displayed underneath the field. Total Value can be filtered by less than or equal to, or greater than or equal to the Monetary value entered in the blank field. The final three searchable fields all work the same way. Sale, Rent, and lease all work by clicking on the check box of the corresponding field. All properties which meet the specification will be displayed upon checking the box. The searchable criteria can all be used in conjunction with each other. For example, you could search for all properties with a parcel size of greater than or equal to 2,500 square feet, with a Total Value of \$200,000 or more, and that are for sale. All properties which meet these three parameters will be then displayed. All searches are executed by clicking on the “Run Search” button found at the bottom of the form.

The Arts Team