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Slide 1: Which Neighborhood in Atlanta is Best for a Metal Music Venue Business? Considering Transportation and Demographic Factors

Good day everyone, today I will be presenting my final project for our Transport & GIS course. The topic is 'Which Neighborhood in Atlanta is Best for a Metal Music Venue Business? Considering Transportation and Demographic Factors'.

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Slide 2: Index

Here's an overview of what I'll be covering today.

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Slide 3: Topic and Objectives

My study intersects various fields including Transport & GIS, Business, Sociology, and Urban Planning. My objectives are threefold: to evaluate the accessibility to current music venues, identify neighborhoods with high potential for establishing metal music venues, and contribute to the promotion of a vibrant music scene in Atlanta.

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Slide 4: Method & Tools

I built a spatial model to convert transport and demographic factors into quantifiable metrics. I then ranked neighborhoods based on these metrics, identified the top 5 candidates, and used urban planning and transport factors as restrictions to select the best suitable one. I used tools like ArcGIS Pro, QGIS, and Python for my analysis.

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Slide 5: Data

I utilized various data sources including housing price and income data from the Census Bureau API, Music venue POI from

the Yelp API, and basemap and transport data from OSMX download.

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#### Slide 6: Competitor Analysis: Existing Music Venue

Let's start with step0: music venue data collection, or a competitor analysis. Here's a spatial distribution of existing music venues in Atlanta.

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#### Slide 7: Transport Analysis: Existing Music Venue Service Area

I evaluated the accessibility to these venues by creating service areas based on driving times. Areas within these isochrones have easier access to an already built-up market and increase the chances of attracting more consumers.

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#### Slide 8: Demographic Analysis - Who are metalheads?

Next, I analyzed the demographics of metalheads, who are my target consumers. They are predominantly white, cisgender, and male, with the majority falling within the age range of 18-34. However, as an Asian female, based on my experience, I consider only the age factor in the demographic to be relevant and valid. Therefore, we will only take the age into consideration.

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#### Slide 9: Demographic Analysis - Census Statistics

I then applied these demographic characteristics to census tract data to create demographic scores for each tract.

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#### Slide 10: Integration and Final Selection

I spatially joined the service area and census tract scores to neighborhoods, weighted by area. After adding up the transport and demographic scores, the neighborhoods with the highest score are Midtown, Inman Park, East Atlanta, Peachtree Heights West, and Buckhead Forest.

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#### Slide 11: Restrictions: Zoning

Among these, the Midtown, Inman Park, and Buckhead Forest neighborhoods perform better in terms of zoning restrictions. Commercial and mixed-use land use are more suitable for a

music venue business. The Livable Centers Initiative encourages vibrant and walkable places.

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#### Slide 15: Restrictions: Parking

Metal music events usually take place at night, so a majority of the audience drives to the music venue. To accommodate the attendees, music venues either invest a significant amount of money in purchasing a parking lot or choose a location with nearby public parking lots. A map displaying the distribution of parking lot amenities in/near each candidate neighborhood is provided.

Based on the availability of parking lots, Midtown and Inman Park are considered the best options.

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#### Slide 16: Conclusion and Discussion

After quantifying transport and demographic factors, and using transport and urban planning factors as restrictions, I have determined that Midtown and Inman Park are the best locations for a metal music venue business. Midtown has a more established music venue business and is more competitive. It will be more familiar to metalheads, but it is also a high-risk, high-reward type of venture. Inman Park has higher potential with fewer existing music venues and suitable conditions for this business. Suggested location for music venue will be Edgewood Avenue, which has a restaurant street, however, the real estate price is also higher.

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#### Slide 17: Reference

Here are the references I used for my study. Thank you for your attention and I am open to any questions you may have.