URBAN ANTHROPOLOGY

By June Adaradi



WHAT IS "UA"?

Urban anthropology is the study of how people live, work, and interact in cities. It looks at the cultures, behaviors, and social structures that shape urban life

WHAT IS GENTRIFICATION?

Gentrification is the process of a neighborhood changing as wealthier people move in, leading to rising property values and rents. This often results in long-time, lower-income residents being pushed out because they can no longer afford to live there.

BSU Revitalization PLAN

Ball State University is advancing a comprehensive plan to revitalize The Village, the commercial district adjacent to its campus. Key projects include a Performing Arts Center, expected to host over 160 annual events and attract more than 35,000 patrons; The Cantio Hotel, a 97-room Tapestry by Hilton with a rooftop bar and first-floor restaurant; and a Center for Innovation to promote regional entrepreneurship. Construction is slated to begin in Fall 2024, with completion by Fall 2026. This initiative, a collaboration between the university, city leaders, and private developers, aims to create a vibrant corridor connecting the campus to downtown Muncie.

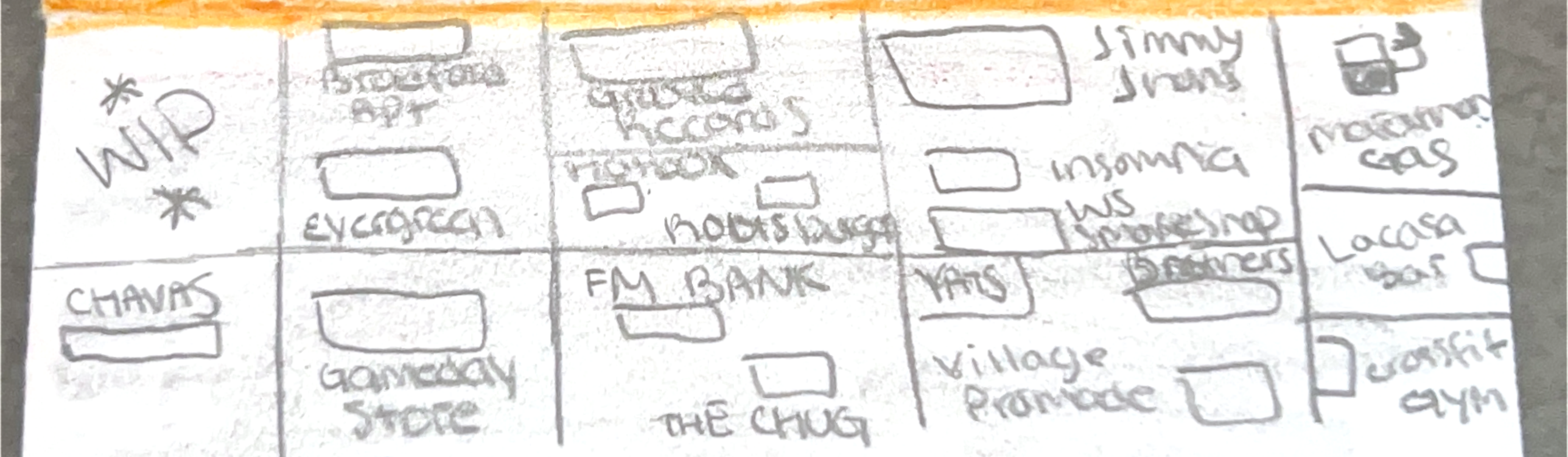
SUMMARY OF INFORMAL CONVO-MEMO

I spoke with the owner of Evergreen Smoke Shop in The Village about the recent revitalization efforts. They noted that while students and younger residents appreciate improvements like enhanced sidewalks and lighting, long-time residents worry about rising rents and potential displacement of small businesses. The owner described the changes as a "double-edged sword" for local businesses: increased foot traffic boosts sales, but new establishments heighten competition. The Village now attracts a more diverse crowd, including families and older visitors, beyond just students. Students are vital to the area's economy, driving trends toward modern venues and locally sourced products. However, their transient nature makes building lasting relationships challenging.

SOURCE: JUNE ABBUDDI

What's a "UniverCity"?

a "UniverCity" refers to a university that extends its influence beyond education to become a dominant force in urban life. These institutions often act as major employers, landlords, healthcare providers, and even maintain their own security forces, significantly impacting local economies and communities. While they can bring development and resources, their expansion may also lead to gentrification, increased living costs, and cultural displacement in surrounding neighborhoods.



* THE VILLAGE * Mini * MAP *

VILLAGE REVITALIZATION
&
DOWNTOWN MUNCIE

SCAN TO COMPLETE SURVEY