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Over the last couple decades, brewpubs have emerged as a cultural phenomenon uniquely positioned to tie together downtown revitalization, historic preservation, and community connections to local place. A common strategy for the locally-owned brewpub is to incorporate historic place into the business brand while simultaneously inhabiting buildings in historic downtowns. Brewpub owners are therefore making calculated decisions about the physical environment of the pub. This study seeks to understand how the benefits of historic preservation in brewpubs can extend beyond tax incentives to include positive social outcomes. In particular, the work here explores the types of attachments patrons may form to historic brewpub environments with an emphasis on the role of the physical built environment. Attachment to place in this study is understood through the lens of the PPP framework of place that emphasizes a multi-dimensional concept involving person, place, and process (Gifford and Scannell , 2010).

This project involves a mixed-methods research design at a single case study site in Greensboro, NC. Natty Greene's Brewing Company is located along the main thoroughfare of historic downtown Greensboro. This brewpub's integral role in downtown revitalization and participation in a Historic Tax Credit-earning rehabilitation project make it a unique exemplar, and especially well-suited for research on place

attachment in historic brewpub settings. Data were collected through a structured online survey (n=78) followed by a photography activity (n=7) that was more qualitative in nature. The survey results revealed that attachment to the physical environment along with customer satisfaction were among the strongest predictors of overall place attachment. In addition, some meaningful differences in place attachment based on demographic factors such as gender, age group, frequency of visits, and length of residency in Greensboro were shown to exist. The photography project offered a more in-depth view of patron reactions to the built environment of Natty Greene's. Nine major themes emerged from participant photographs, including: symbolic meanings, satisfaction, openness, diversity of social functions, positive reflection on downtown, location, historic feel, materials and textures, and design features. Taken together, the mixture the methodologies employed in this study indicate that designing a historic physical environment in brewpubs is a promising strategy for engendering attachment to place for visitors. In the end, emotional attachment to place matters because of the responses it may inspire. Person-place bonds can motivate the preservation of buildings, the revitalization of a downtown, or loyalty to a local business.

PLACE ATTACHMENT AND THE HISTORIC BREWPUB:

A CASE STUDY IN GREENSBORO,

NORTH CAROLINA

by

Dana L. Rojak

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APPROVAL PAGE

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TABLE OF CONTENTS

	Page
LIST OF TABLES.....	vi
LIST OF FIGURES.....	vii
 CHAPTER	
I. INTRODUCTION	1
North Carolina’s Local Brewing Phenomenon	1
The Sociocultural Significance of Local Brewpubs	2
Microbreweries: Utilizing the Power of Place	3
II. LITERATURE REVIEW	6
Human-Place Bonding.....	6
Place Attachment.....	9
Historic Place.....	15
Summary	18
III. METHODOLOGY	20
Initial Research & Case Rationale	20
Single Case: Natty Greene’s Brewing Company	23
Prior to Data Collection.....	27
Research Questions	28
Data Collection Methods	29
Data Analysis.....	33
IV. RESULTS.....	36
Survey Respondent Characteristics	37
Confirming Survey Categories.....	40
Differences between Groups	44
Correlations between Variables.....	46
Predicting Overall Attachment	48
Photography Activity.....	49

V. DISCUSSION	61
Addressing the Research Questions	61
Contributions to Theory.....	68
Limitations.....	71
Implications for Practice	72
Future Research	74
Closing Summary.....	75
BIBLIOGRAPHY	77
APPENDIX A. NORTH CAROLINA BREWERY MATRIX.....	83
APPENDIX B. LOCAL BREWPUB SURVEY	100
APPENDIX C. PHOTOGRAPHY ACTIVITY IN VIVO CODES AND SUBCODES	108

LIST OF TABLES

	Page
Table 1. Alterations and Treatments to Historic Architectural Features in Public Natty Greene’s Spaces	27
Table 2. Respondent Characteristics	38
Table 3. Validation of Survey Categories	42
Table 4 . Pearson Correlations	47
Table 5. Regression Results to Predict Overall Attachment	49
Table 6. Focused Codes with Rationale	51
Table 7. Photo Activity Focused Codes with Subcodes & Number of Occurrences for each Subcode per Participant	52
Table 8. Frequency of Subcodes Categorized Under Each Focus Code.....	55

LIST OF FIGURES

	Page
Figure 1. Gifford and Scannell's (2010) "PPP" Framework of Place Attachment	10
Figure 2. North Carolina Microbrewies Type Comparisons.....	22
Figure 3. Floor Plans and Perspective Images (NPS, 2003).....	25
Figure 4. Mean Scores for Each Survey Category	43
Figure 5. Sample Images with In Vivo Codes	50
Figure 6. Sample Images with In Vivo and Focused Codes.....	56
Figure 7. Views of the Atrium and 2 nd Floor Seating	60
Figure 8. Historic Place and Attachment Case Study "PPP" Model Illustration	69

CHAPTER I

INTRODUCTION

Emotional attachment to place, or place attachment, matters because of the responses it may inspire. Person-place bonds can motivate the preservation of buildings, the revitalization of a downtown, or loyalty to a local business. Place attachment also matters because of its contribution to our well-being brought about through the sense of familiarity and security it can provide (Lowenthal, 1985; Murray, 2012; Stedman, 2002, 2003; Spennemann, 2011). Research on the subject of place attachment had originally focused on the home and neighborhood, however, its scope has widened to include various scales and types of environments, natural and man-made, residential and commercial. This study is an exploration of attachment to the local brewpub, a place central to a North Carolina phenomenon commonly found within the historic built environment.

North Carolina's Local Brewing Phenomenon

Now called "The State of Southern Beer" (NCBG, 2014) by the North Carolina Craft Brewers Guild, North Carolina is host to over 100 craft breweries - and counting. Defined by the Brewer's Association (2014), American craft breweries or microbreweries produce six million barrels of beer or less per year, are independently owned, and may specialize in traditional or innovative brewing styles. In North Carolina, the majority of

craft breweries are geared toward production and distribution, with the addition of a tap room for sampling and entertainment. A significant number (around 40%), however, can be considered brewpubs, microbreweries that include the element of a restaurant (see Appendix A).

While most of North Carolina's microbreweries have made their home in outlying commercial or industrial areas (in part, due to city zoning laws), over 30% of the state's brewpubs can be found in historic buildings and downtowns (see Appendix B). To qualify for historic designation, the property or district must be significant within American, state, or local history, architecture, and/or culture, and is/are shown to possess integrity of location, design, setting, materials, workmanship, feeling, and association (Miller, n.d., p. 2). The establishment of these local brewpubs has been linked to the revitalization of once neglected downtowns, and serendipitously, to historic preservation efforts (Margrifi, 2011; Peritt, 2013).

The Sociocultural Significance of Local Brewpubs

Brewpubs are considered examples of "3rd places" (Oldenburg, 1989 & Margrifi, 2011). Using the English pub as an example, Oldenburg noted intimate design, human scale, and locality as place characteristics that give the pub its charm and contribute to a welcome, social environment (Oldenburg, 1989). *In The Great Good Place*, Ray Oldenburg (1989) mourned the loss of the "informal public life" (p.9) in America and took the reader on a tour of "3rd places," (p.14) places other than home or work where one can find informal, leveling, social interaction. According to Oldenburg, such informal

gathering spaces are “mediators between the individual and society,” (p. xxviii) crucial to the healthy growth of a city, as well as individual and societal well-being.

These local “3rd places” (Oldenburg, 1989) and the microbrewing phenomenon as a whole, have also been linked to a cultural phenomenon called neolocalism (Flack, 1997; Schnell & Reese, 2014). Neolocalism is a response to economic and cultural globalization and the resulting homogenization of American culture (Flack, 1997; Schnell & Reese, 2014). According to cultural geographer, Wes Flack (1997), neolocalism is marked by the seeking out of unique and local culture or the desire for a sense of place, the identity one ascribes to place based on physical characteristics, the activities that occur within the place and meanings attached to place (Relph, 1976).

Microbreweries: Utilizing the Power of Place

Marketing researchers, Hede and Watne (2013), theorized that layered meanings embedded in place could add further dimension and narrative to brand imagery and add a sense of authenticity to brand (p. 208). The researchers suggested that meaningful place may influence behavior in their exploratory study of brewpubs with branding anchored by a strong sense of place. Exploratory research within the context of craft breweries revealed multiple examples of microbrewers that had utilized sense of place in their branding strategies (Hede and Watne, 2013).

Derek Eberts (2014) in a study of Canadian Microbreweries and Steven Schnell and Joseph Reese (2014) in a study of American Microbreweries, discussed the methods used by local microbreweries to tap into the local sense of place. In both studies, the

analysis of brewery names, beer names, and brand imagery illustrated the neolocalism phenomenon and the utilization of connection to place. Through reference to geographic characteristics, local wildlife, historical figures, or historical events, brewers established a local-based identity (Eberts, 2014; Schnell & Reese, 2014). Schnell & Reese (2014), in their study of American microbreweries further argued that attachment to a particular brand demonstrated through brand loyalty was cultivated through a connection to local identity (p. 176).

In a recent study specific to beer tourism in North Carolina, Alison Murray (2012) examined factors influencing brand loyalty at two microbreweries, Mother Earth Brewery in Kinston, North Carolina, and Aviator Brewery in Fuquay-Varina, North Carolina. Murray considered six major factors of brand loyalty: accessibility to the product and company, environmental consumption (sustainable practices by the breweries), connection with the local community (utilization of neolocalism), desire for unique consumer products, quality and satisfaction, and recreation involvement (ongoing importance of/involvement with an activity). Her study revealed that 'Connection with Community,' 'Satisfaction,' and 'Uniqueness' most correlated with brand loyalty and 'Connection with Community' was the most influential factor in the development of brand loyalty (Murray, 2012).

Literature on the subject of the brewpub demonstrates its value as a social hub and as a repository of local culture, characteristics that evidently appeal to the public especially those craving a more authentic and nuanced experience of place. Ties to

place, however, have primarily been demonstrated through the presentation of branding devises such as company and product names or imagery used in label designs (Hede & Watne, 2013). Within the context of the brewpub and/or microbrewery, what does the built environment, in addition to the local people and locally-branded beer names and brews, contribute to the human-place relationship? In addition, what might the historic built environment in particular, contribute to the relationship?

This study seeks to understand the role of the physical environment in attachment to the local brewpub. "Attachment" will be explored through the framework of "place attachment," defined as an emotional bond that includes cognitive, affective, and conative responses to place (Altman and Low, 1992; Gifford & Scannell, 2010; Hernandez, Hidalgo, & Ruiz, 2014; Jorgensen and Stedman, 2006; Tuan, 1974). In addition, special attention will be paid to the pull of historic place and historic place meanings within the review of literature and in guiding research questions.

CHAPTER II

LITERATURE REVIEW

The following review of literature provides a summary and clarification of theory, terms, definitions, and frameworks for understanding human-place bonds and will specify how the concept is to be understood for this study. Special attention will be paid to the dimension of “place” in place attachment, discussing empirical studies that have explored both its social and physical aspects. Furthermore, preservation-oriented literature will be discussed in order to explore historic place meanings and their potential influence on place attachment. The choice of theory and previous studies concerning human-place bonds, chosen for this review of literature, are by no means exhaustive, but were most relevant to the thesis topic.

Human-Place Bonding

The process of human-place bonding and the ways in which it manifests have traditionally been explored within the social sciences and through the relationship between people and their respective neighborhoods (Hidalgo & Hernandez, 2001; Shumaker & Taylor, 1983). Studies by Gerson et al. (1977) and Stokols and Shumaker (1981) concerning human-place bonding, hypothesized that a bond developed as the result of a logical process of cost/benefit analysis and identified ways in which the phenomenon manifests (as cited in Shumaker & Taylor, 1983, p. 223, 225).

Gerson et al. (1977), analyzed a national survey and developed the 'Structural Alternative Model' for understanding human-place bonds. The researchers hypothesized that attachment to one's neighborhood develops through logical cost-benefit analysis and concluded that process was multidimensional; bonds were demonstrated through the expression of subjective feelings and various types of social investment within the neighborhood (as cited in Shumaker & Taylor, 1983, p. 223).

Stokols and Shumaker (1981) developed the term "place dependence," to define another variable or dimension in human-place bonding. According to the researchers (1981), "place dependence" also formed as a product of logical cost/benefit analysis and the conclusion that a place sufficiently satisfied one's needs given their available options. "Place dependence," however, was not a construct for understanding human-place bonds as a whole, but rather, a single dimension of a multidimensional concept. Furthermore, an individual could experience "place dependence," while not experiencing or expressing strong positive feelings about that place (as cited in Shumaker & Taylor, 1983, p.225).

A study by Riger and Lavrakas (1981), analyzed survey results from 10 neighborhoods and again, highlighted the multidimensionality of human-place bonds. Two distinct dimensions or variables of attachment called "rootedness" and "bondedness," were identified by the researchers. The experience of "rootedness" in one's neighborhood was measured through length of residence, financial investment, and expectations of whether or not one would stay in the neighborhood. Bondedness

was measured through subjective expressions of feeling like “a part of the neighborhood”, and whether or not a person had developed relationships within the community (as cited by Shumaker and Taylor, 1983, pp. 228).

Shumaker and Taylor (1983), considering previously discussed research by Stokols and Shumaker (1981), Gerson et al. (1977), and various case studies outside of the field of environmental psychology, developed their “Model of Attachment to Place.” The multidimensional model of person-place attachment stressed not only the importance of social outlets, but also aesthetics in the development of satisfaction and attachment to the residential environment in particular. According to Shumaker and Taylor (1983), the physical amenities of a place strongly influence satisfaction which, along with other variables, may positively influence attachment (p. 234). Shumaker and Taylor’s (1983) definition for attachment to place may be defined as:

a positive affective bond or association between individuals and their residential environment. The strength of this bond is determined by the physical and social amenities of the environment, residential choice, local social networks, individual needs and personality style, and (an) ...assessment of the quality of current place as it compares to past and possible future locations (p.233).

Additional frameworks for understanding human-place bonds include symbolic meanings associated with place as a key variable. Through an analysis of ethnographic case studies, environmental psychologist, Setha Low (1992), developed a typology of cultural affective/emotional bonds to place. Low (1992) defined “Cultural Place Attachment” as: “a symbolic relationship formed by people giving culturally shared

emotional/affective meanings to a particular space or piece of land that provides the basis for the individual's and group's understanding of and relationship to the environment" (p.165). The cases illustrated attachment through genealogical, material, economic, ideological, and/or narrative/historical ties (Low, 1992). Low's study not only helped to classify various modes of place attachment, but also highlighted the symbolic nature of physical place (Low, 1992).

Similarly, humanist geographer, Yi Fu Tuan, believed symbolic sociocultural meanings developed through familiarity and/or an awareness of history were key in the development of "Topophilia" or "love of place" and were sure to be present if indeed a strong attachment to place existed (Tuan, 1974). Within the broader term of "Sense of place," place attachment, place identity, and place dependence or satisfaction were partnered relationships in the development of human-place bonds (Hernandez et al., 2014; Jorgensen & Stedman, 2006; Shumaker & Taylor, 1983). According to Proshansky (1978) "Place Identity" involves meanings attributed to place which, in turn, contribute to the identity of a person/s (as cited by Jorgensen & Stedman, 2006, p. 316).

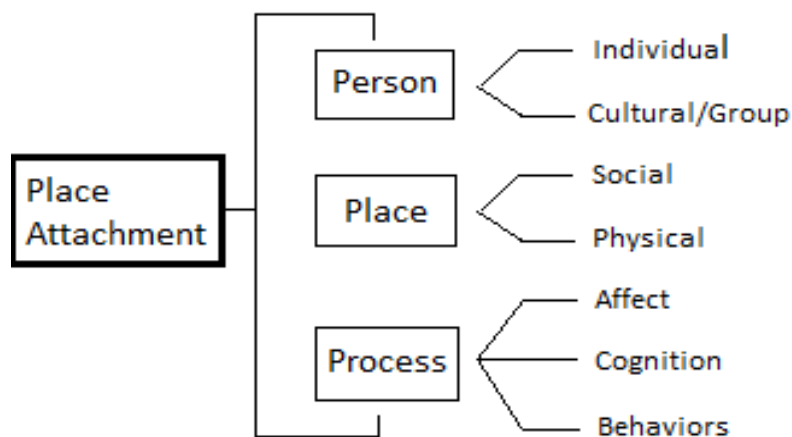
Place Attachment

Currently, place attachment is the most widely used term for describing the phenomenon of human-place bonding (Hernandez et al., 2014). Empirical study has moved beyond the boundary of neighborhood and home to include environments such as natural landscapes, urban public spaces, and commercial spaces (Debenedetti et al., 2014; Hernandez, et al., 2014; Altman and Low, 1992; Manzo, 2003). Amid a multitude

of terms, definitions, and frameworks for understanding the concept, there is a general agreement among scholars that it is an emotional bond that includes cognitive, affective, and conative (behavioral) responses to place (Altman and Low, 1992; Gifford & Scannell, 2010; Hernandez, et al., 2014; Jorgensen and Stedman, 2006; Tuan, 1974).

For the purposes of this study, place attachment will be defined and understood through the “PPP” framework developed by environmental psychologists, Robert Gifford and Leila Scannell (2010). The tripartite, “PPP” framework (Fig.1) stands for “Person, Place, & Process,” and is meant to be an inclusive “portrait of place attachment research to date” (p.7). All other definitions and constructs for understanding human-place bonds may be mapped-out within the PPP framework. Gifford and Scannell, as well as others, understand the concept of place attachment to be multi-dimensional (Gifford and Scannell, 2010; Hernandez et al., 2014; Shumaker & Taylor, 1983).

Figure 1. Gifford and Scannell’s (2010) “PPP” Framework of Place Attachment



The “PPP” framework divides place attachment into three dimensions: Person, Place, and Process. The dimension of “Person” may be representative of an individual or group. For example, the cause of attachment may be very personal and experienced by an individual such as the place where an award was presented. Attachment may also be group-based such as attachment due to the religious significance of a place. Both individual and group meaning may be involved in attachment (Gifford and Scannell, 2010).

“Process” is the psychological dimension which includes cognition (knowledge, schemas, logic), affect (emotions and feelings), and conation (behaviors). Cognition would encompass the logical, cost-benefit process of analysis discussed by Stokols and Shumaker. Cognition also includes the development of symbolic meanings attached to place such as, equating particular design elements with “homeyness” or a particular area as “authentic.” Affect in place attachment involves the emotions directed toward place and conation involves the behaviors acted out in response to cognition and affect. If a person loves a place, they may speak well about it or visit it often (Gifford and Scannell, 2010).

The dimension of “place” in place attachment is both a social and physical construct. Attachment that is directed toward the physical aspects of place is said to be a physically-based attachment. If attachment is mainly directed toward the people that occupy a place, the bond is a socially-based attachment. For example, if a person loves a particular urban plaza because their friends regularly eat lunch there, the bond is

primarily social. If a person loves the urban plaza because they appreciate its sculptures, the bond is primarily physical (Gifford and Scannell, 2010). The components of place attachment, the person, place, and psychological processes, are dynamic in the ways that they may affect each other. The degree and mode of attachment varies from individual to individual or group to group (Gifford & Scannell, 2010, p.5).

Hidalgo and Hernandez (2001) focused on the physical and social dimensions of place attachment in a study of attachment to the spatial ranges of house, neighborhood, and city. They believed the desire to maintain closeness to a place was a definitive characteristic of place attachment. And so, in the development of survey questioning, focus was placed on feelings associated with leaving place or leaving the people of a place. At the conclusion of the study, it was found that globally, attachment was greater at the level of home, then city, and lastly, the neighborhood. Socially-based attachment overall, was greater than physically-based attachment. However, the study did demonstrate that physical attachment scores for each of the three ranges, home, neighborhood, and city were still significant contributors to overall attachment (Hidalgo & Hernandez, 2001).

Rural sociologist, Richard Stedman (2003), also explored the role of the physical environment on place attachment, but in a sense of place study. A term sometimes used interchangeably with place attachment, sense of place has been understood as including: “place meanings, *place attachment*, and place satisfaction” (Stedman, 2003, p.676) [emphasis added]. Stedman noted that place satisfaction, linked to attitude, is

the “degree of like or dislike for a setting” or immediate judgment of perceived quality, where place attachment is stronger or more in depth and is linked to identity and sociocultural meanings (Stedman, 2003, p. 676; Shumaker & Taylor, 1983, p.225; Tuan, 1974, p. 216). Using data from a previous study involving lakeshore properties, Stedman (2003) set out to identify the theoretical construct which best explained how the physical environment influences sense of place (p.316).

Stedman gathered the following models for comparison: the “Genus Loci” or “Direct Effects Model”, the “Meaning-Mediated Model,” and the “Experiential Model.” The “Direct Effects Model” implies a direct attachment to the aesthetic quality of the physical features of a place; the “Meaning Mediated Model” suggests that the physical features of a place influence symbolic meanings, which, in turn, may influence attachment; lastly, the “Experiential Model” suggests it’s the direct experiences we have with place that give it its meaning.

Stedman’s study revealed the dynamic nature of sense of place dimensions and the major role the physical environment played in influencing symbolic meanings, which, in turn, influenced place attachment. More positive attributes of physical place, such as minimal development, more clearly affected place satisfaction, but did not necessarily affect overall place attachment. Rather, symbolic meanings associated with the physical environment such as: “escape place” or “social place,” outweighed issues of satisfaction. The “Meaning-Mediated Model” was therefore the most accurate

framework for understanding the relationship between place and attachment (Stedman, 2003).

The social, physical, symbolic natures of place, demonstrated through the place attachment and sense of place literature, may each have significant influence on attachments. The studies reveal little, however, about the types of places people are most attracted to or what characteristics, especially pertaining to the built environment, that most encourage attachment. Research in interior design and consumer studies has helped to illuminate some of these particulars especially with respect to “3rd places” (Debenedetti, Oppewal, & Arsel, 2014; Oldenburg, 1989; Waxman, 2006).

Debenedetti, Oppewal, & Arsel (2014) explored place attachments to various commercial settings within Paris, France, where local bars and restaurants were more frequently mentioned than any other commercial setting. To investigate place attachment in greater depth within the commercial environment, a single case was chosen for the study, a local restaurant called L’Abondance. The researchers’ data suggested that the development of attachment to such places was the result of experiencing familiarity, authenticity, and security imparted through the physical and social environments. The combination of experiences were symbolic of a feeling of “homeyness” (pg. 909) Appreciation of those experiences was then reciprocated through volunteering, over-tipping, and ambassadorship, expressions of attachment to L’Abondance and its employees (Debenedetti et al., 2014).

Interior designer and researcher, Lisa Waxman, explored social and physical factors that influence place attachment in a study of local coffee shops, another popular type of 3rd place. Waxman defined place attachment as an affective relationship between people and an environmental setting (Waxman, 2006, p. 37). Through a mixture of qualitative research methods, Waxman was able to identify physical characteristics and design features that coffee shop patrons found most attractive. Patrons across cases identified “cleanliness, aroma, adequate lighting, comfortable furniture and a view to the outside” as key to the ideal coffee shop environment (Waxman, 2006, p. 43). Social factors that contributed to attachment included: “opportunity to linger, feelings of ownership, ability to territorialize, trust and respect, anonymity, productivity, opportunity to socialize, and support” (Waxman, 2006, p.49). Waxman’s study suggested that satisfaction with physical elements of the environment and the facilitation of various types of social interactions were most important to patrons (Waxman, 2006).

Historic Place

An embodiment of history and memory, the historic built environment represents a host of symbolic meanings rooted in the past and formed within our contemporary culture in addition to its aesthetic interest. If preserved and nurtured by the community, historic place may be a symbol of prosperity and civic pride, symbols of a thriving and culturally-diverse city (Rypkema, 2003; Jacobs, 1961, p.195). Historic architecture enriches the built environment and adds numerous benefits.

In his iconic piece of literature, 'The Past is a Foreign Country,' geographer and historian, David Lowenthal, discussed the 'Benefits and Burdens of the Past.' According to Lowenthal, the benefits of the past often overlap, "transcend nostalgia" and "reflect vested interests" (pp.35-36). To highlight the necessity of the past, he described six major benefits the past provides: familiarity and recognition, reaffirmation and validation, individual and group identity, guidance, enrichment, and escape.

Familiarity or recognition are part of what make an environment comfortable. Historic materials or modern fixtures that replicate antiquated technologies are often used in an attempt to evoke the past (Lowenthal, 1985). Such features can add an element of "familiar charm" to place (p.39). The historic environment is also a reminder of personal or cultural roots and therefore, personal or group identity (Lowenthal, 1985).

Reaffirmation and validation occur when the familiar, historic environment is preserved or restored. The traditions and crafts of a past society or of ancestors are validated, their past efforts and successes, reaffirmed (Lowenthal, 1985). In addition, the presence of past offers guidance (Lowenthal, 1985). For example, architectural historians study historic architecture not to simply categorize it, but to learn about cultures and societies of the past.

The richness of historic place may serve as an escape – a refuge from cultural globalization and the modern world. Like the "3rd place" described by Oldenburg, historic place may be the change in environment that contributes to escape from

contemporary stresses (Oldenburg, 1989; Lowenthal, 1985). In reference to both the symbolic and aesthetic qualities of historic place, enrichment was noted as another benefit of the past. The idea of enrichment was best expressed by Virginia Woolf (1976) when she wrote, “The present when backed by the past is a thousand times deeper...” (as cited in Lowenthal, 1985, p.47). Enrichment is brought about through what Lowenthal believed a most valuable attribute of the past - the continuity it provides to the built environment.

Tom Mayes, deputy general counsel for the National Trust for Historic Preservation, wrote a series of essays on the value of “old places” for the Preservation Leadership Forum Blog (Mayes, 2013). Mayes’s thesis is that old places are good for people. His inquiries into why “old places” matter to people led to the compilation of the following reasons: continuity, memory, individual identity, civic, state, national, and universal identity, beauty, history, architecture, sacredness, creativity, learning, sustainability, ancestry, and community.

According to Mayes, the fundamental reasons for the preservation of “old places” are the “memory, continuity, and identity” embodied in and provided by the past. These fundamentals, according to Mayes, inform the other areas of importance. Continuity, a term referenced earlier and noted often in defense of preservation, refers to the sense of being grounded or the sense of stability that older or historic place offers in our ever-changing world. Memories are conjured through the presence of old places and contribute to group, cultural and personal identity (Mayes, 2013).

Celebrated preservationist, Donald Rypkema, noted the preservation of local history as key to the maintenance of *place's* unique identity and the avoidance of what he termed, "Generica" – a homogeneous built environment that causes many American towns and cities to look the same [emphasis added] (Rypkema, 2012, p.69). Rypkema is a champion of historic downtowns, their preservation and revitalization. According to Rypkema, America's downtowns are gathering places for the community, imbued with sociocultural symbolic meaning, and key to the preservation of a local identity.

Summary

Literature on the subject of the brewpub demonstrates its value as a social hub and as a repository of local culture, characteristics that evidently appeal to the public especially those craving a more authentic and nuanced experience of place. The brewpub's link to place, however, has primarily been demonstrated through the presentation of branding devices such as company and product names or imagery used in label designs (Hede & Watne, 2013). This study seeks to understand the role of the physical environment in attachment to the local brewpub. "Attachment" will be explored through the "PPP" framework of place attachment as defined by Gifford and Scannell (Figure 1).

Place attachment can be understood as an emotional bond that includes cognitive, affective, and conative (behavioral) responses to place (Gifford and Scannell, 2010). It is a multidimensional construct that involves a Person/s, Place, and Process (cognitive, affective, and conative.) The element of place is a physical and social

construct and may be imbued with multiple subjective symbolic meanings; studies show that each characteristic may play a significant role in place attachment. By exploring place attachment, place satisfaction, and symbolic meanings within the context of the historic brewpub, I hope to better understand the role of the physical environment, and the historic element in particular, in attachment to place.

CHAPTER III

METHODOLOGY

The research methodology was created with a hybrid approach to analysis that is both confirmatory and exploratory in nature. On one hand, place attachment frameworks have been used to develop research instruments and will guide analyses. However, due to the gap in place attachment research concerning historic and commercial environments in particular, a more exploratory arm of the study, including diverse types of data, is justified. Depending primarily upon a process of induction, an exploratory study allows generalizations to be drawn from collected data in order to develop hypotheses (Groat & Wang, 2002; Stebbins, 2001). This study explores a single case study in depth using a mixture of methods. The sections to follow explain the rationale for case selection and then the multi-phase data collection techniques used in the case study brewpub.

Initial Research & Case Rationale

Prior to case selection, existing, relevant trends within North Carolina's brewing industry were explored through the development of a matrix. A list of North Carolina's brewpubs and microbreweries were compiled (for the sake of clarity, breweries without the element of a restaurant were referred to as simply, microbreweries) and the following categories were created for comparison: identification of the business as a

microbrewery or brewpub, the year of establishment, whether or not the business represented a local brand, and whether or not the business was located in a contributing historic building. (A building may be located inside the boundaries of a historic district and not be considered “contributing” due to a lack of historic integrity.) (NCSHPO, 2014)

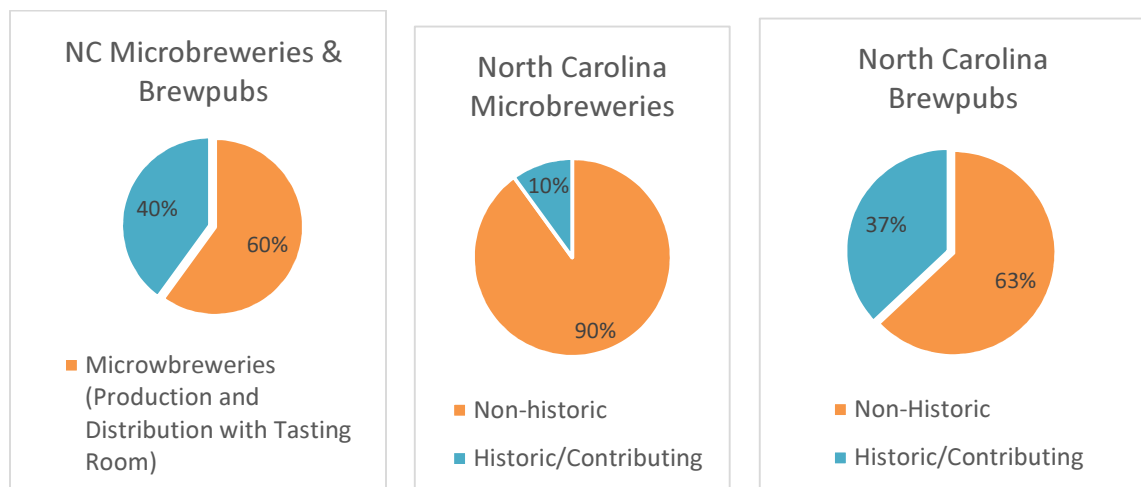
The list of microbreweries and brewpubs was primarily obtained through the North Carolina Craft Brewer’s Guild (2014) while individual research of each business was carried out through on-line archival resources (NCSHPO, 2014). Categories developed for the matrix were created with preservation terms and theory as well as place attachment theory in mind, considering the presence of a historic designation and the role of historic place in socially-based, physical-based, and symbolic attachments.

Distinguishing between production and distribution-oriented microbreweries and those with the element of a restaurant or brewpubs better allowed for the identification of “3rd places,” or socially-leveling environments and/or escape places that are part of the community. (While many microbreweries provide a tasting room for guests who wish to tour their facilities and sample beer, their focus is primarily on production and distribution; food is not prepared or served on the premises. Such establishments are also more likely to be located in outlying commercial or industrial zones, and thus are less distinguishable as “3rd places.”) In the case of the brewpub, various mixtures of people can visit these businesses on a regular basis because they include the element of a restaurant. Those brewpubs that are located in historic

downtowns may also be more accessible, making them the regular escapes, or “3rd places,” to members of the community (Oldenburg, 1989).

Out of the 100 microbreweries and brewpubs researched, 96% of the businesses were locally-owned. Figure 2 charts, pictured below illustrate comparisons made for the locally-owned microbreweries and brewpubs only. Overall, North Carolina microbreweries, geared more toward production and distribution, with the inclusion of a tasting room, were in the majority. Just under half of the microbrewing facilities could be considered a brewpub. Within the microbrewery genre, a very small percentage (see Appendix 1) were located in historic districts or buildings, especially in the Charlotte metro area, where most brewing facilities were located in industrial areas due to zoning laws (Crowell, n.d.). More than a third of the state’s brewpubs, however, were part of a historic district and located within a historic building (Appendix 1, Fig.2).

Figure 2. North Carolina Microbreweries Type Comparisons



The brewpub, being a “3rd place” and providing an environment that is social in nature, would likely include socially-based attachment. The independent nature of the brewpubs and the historic nature of their environment, however, may engender the development of place-oriented symbolic meanings as well as physically-based attachment. According to Flack (1997), the local brewpub is a manifestation of “neolocalism,” a phenomenon that assumes attachment to local culture that is perceived to be authentic. The perception of authenticity in the symbolic sense or the appreciation of authenticity in the material sense may inspire attachment. To explore these meaningful connections to place, a single location stood out as the ideal case.

Single Case: Natty Greene’s Brewing Company

Natty Greene’s Brewing Company, was the case chosen for the proposed mixed methods study. Natty Greene’s is a local brand and brewpub, located along the main thoroughfare of historic downtown Greensboro. The 3-story brick, Italianate, commercial building the brewpub occupies dates back to 1896. It was originally the home of J.W. Jones Wholesale Grocery (Philips, 2003) and a part of what was referred to as Hamburger Square (Greensboro Historical Museum, n.d.).

Out of all historic brewpub locations, Natty Greene’s, in downtown Greensboro, was the only known location to have collected Historic Preservation Tax credits, and in doing so, adhered to the Secretary’s Standards for Rehabilitation (NPS, 2003). The downtown Greensboro location is the original location of the local brewing company, opened in 2004. Its timely arrival to the downtown area, integral role in downtown

revitalization, and participation in a Historic Tax Credit-earning rehabilitation project make it a unique exemplar, and especially well-suited for research on place attachment in historic brewpub settings.

According to the National Parks Service, within the Department of the Interior, the treatment of rehabilitation is defined as:

the act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features which convey its historical, cultural, or architectural values (NC SHPO, 2014).

Historic rehabilitation is guided by the Secretary of the Interior's Standards for Historic Rehabilitation, guidelines which allow the preservation of a building's historic integrity and consider the interior as well as the exterior of the building (NC SHPO, 2014). In order for a rehabilitation project to be certified for Federal Tax purposes, any alterations or treatments must be approved by the Secretary of the Interior (NPS, n.d.)

Figure 3 shows the approved floorplans for the Natty Greene's rehabilitation with current perspective images to aid in visualization and Table 1 lists historically-significant features with alterations and treatments (if any) to Natty Greene's public spaces. The third floor and basement of Natty Greene's were not included as they do not include public space.

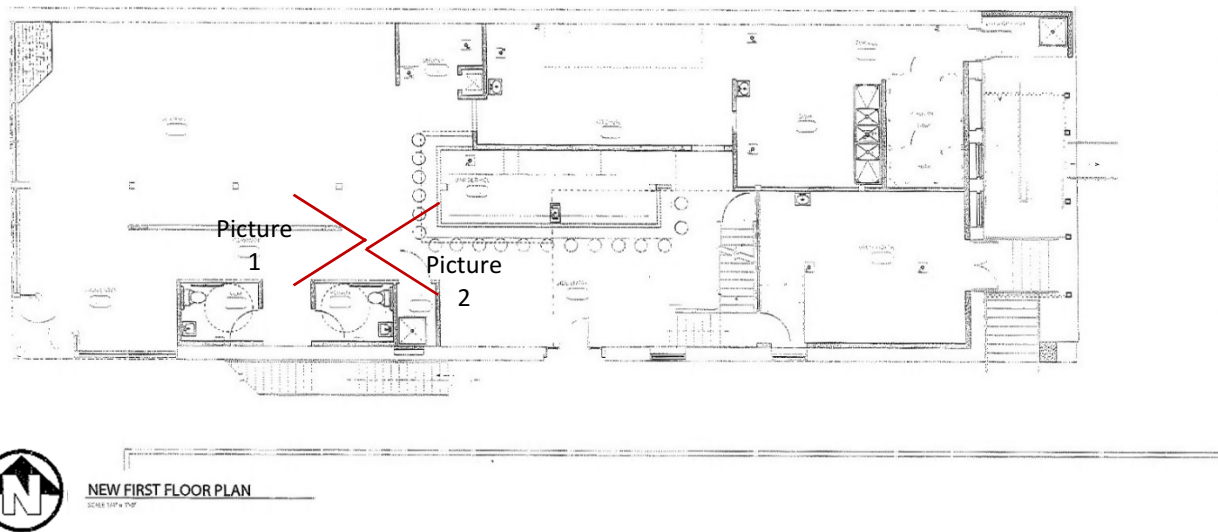
Figure 3. Floor Plans and Perspective Images (NPS, 2003)



2. East-Facing Perspective



1. West-Facing Perspective





3. West-Facing Perspective



4. East-Facing Perspective

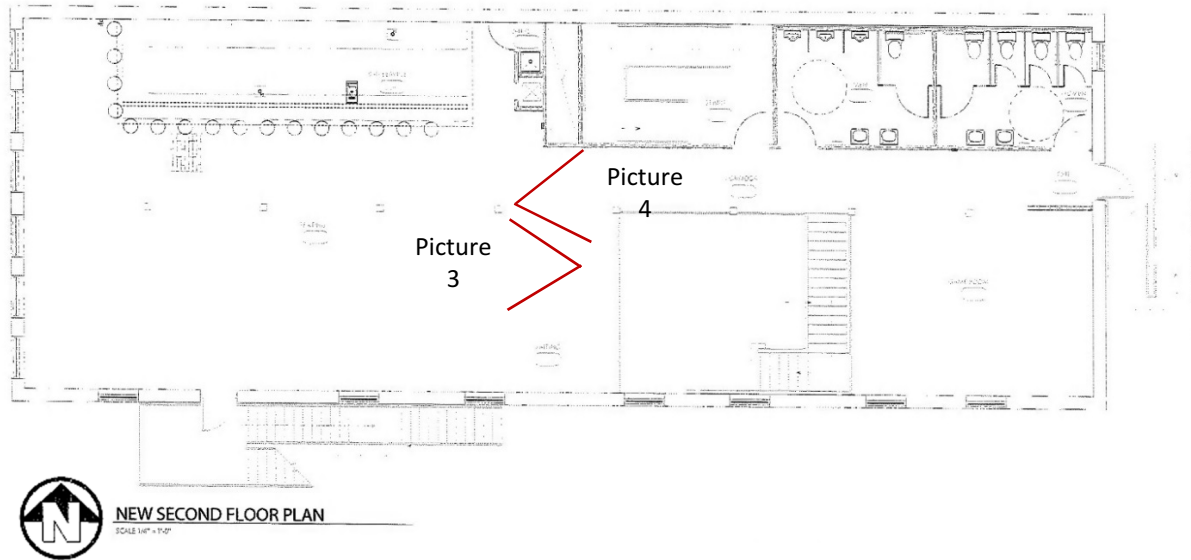


Table 1. Alterations and Treatments to Historic Architectural Features in Public Natty Greene's Spaces

Architectural Features circa 1896 (NPS, 2003)	
<p><i>Masonry and Stucco</i></p> <p>Front Elevation:</p> <ul style="list-style-type: none"> - Unpainted red brick with sawtooth detailing - Stone lintels <p>Side (south) Elevation:</p> <ul style="list-style-type: none"> - Painted, common-bond pattern masonry 	<p><i>Storefront</i></p> <p>Wood-framed storefront with paneled kick plates (New transom windows installed)</p>
<p><i>Metal Cornices</i></p> <p>Located at the top of the parapet</p>	<p><i>Entry Doors</i></p> <p>Wood full-lite doors</p>
<p><i>Second Floor Wood Flooring</i></p> <p>Refinished</p>	<p><i>Wall Finishes</i></p> <p>First Floor:</p> <ul style="list-style-type: none"> - Plaster on masonry <p>Second Floor:</p> <ul style="list-style-type: none"> - Exposed, unpainted, original masonry
<p><i>Ceiling Finishes</i></p> <p>First Floor:</p> <ul style="list-style-type: none"> - Beaded board ceiling <p>Second Floor:</p> <ul style="list-style-type: none"> - Some exposed beaded board ceiling - *Original tin ceiling (removed from first floor where atrium was added) 	<p><i>Interior Stairs</i></p> <p>From first to second floor, only</p>
Architectural Features circa 1980 (NPS, 2003)	
<p><i>Windows</i></p> <p>Replaced two-over-two, double hung windows (Original fenestration)</p>	

Prior to Data Collection

The owners and manger of Natty Greene's Brewing Co. were contacted prior to the data collection phase for permission to collect visual data and to conduct interviews and surveys with patrons. The research plan was submitted to the Institutional Review Board of the University of North Carolina at Greensboro and was determined exempt

from IRB approval (# 14-0437) as it did not constitute human subjects research as defined under federal regulations [45 CFR 46.102 (d or f)] (UNCG IRB, personal communication, January 20, 2015). Prior to data collection, survey questions were furnished by the researcher and approved by brewpub management. In return for their cooperation in the research project, anonymous survey results will be provided to brewpub management at the conclusion of the study.

Research Questions

By exploring place attachment, place satisfaction, and symbolic meanings within the context of the historic brewpub, I hope to better understand the role of the physical environment, and the historic element in particular, in attachment to place. This study will be guided by the following questions:

- Within the context of Natty Greene's, what patron characteristics and dimensions of place (socially-based attachment, physically-based attachment, and place satisfaction) relate to and are predictive of overall feelings of place attachment?
- Are there meaningful differences in overall place attachment between different types of patrons?
- What elements of the physical environment connect to the reasons why participants choose to come to Natty Greene's?
- Is the public particularly attached to any particular physical historic features and what types of symbolic meanings are being attached to historic features?

Data Collection Methods

Mixed methods of data collection are considered a benefit of an in-depth case study. A combination of varying data collection methods provides an opportunity for the convergence of evidence and for the triangulation of methods and data, ensuring a more compelling study (Yin, 2009). Methods used in this study included: the distribution of structured surveys, the collection of visual data and corresponding commentary, and the collection of archival data as reported in the previous section and in APPENDIX A.

Structured Surveys

Data collection began with structured surveys designed and distributed online through Qualtrics, a web-based surveying application (Appendix B). To take advantage of a previously validated survey instrument, the online survey design was based on the instrument developed by Richard Steadman (2003) in his analysis of physical-environment based attachment models. The instrument was modified for this study to collect the following data: patron characteristics, place satisfaction, place attachment, physically-based attachment, socially-based attachment, and the symbolic place-meanings that patrons may associate with the brewpub. Prior to finalizing the survey instrument, the survey was piloted with four graduate students who then offered detailed feedback in a focus group setting.

Once finalized and published online, the survey was promoted through posts on the Natty Greene's Facebook page and through UNCG iSpartan email (to both students and employees). "Snowball" or "network sampling", a type of non-probability sampling

where the probability of controlling population elements is not known, was also utilized and facilitated by Interior Architecture Department faculty (Adams, Khan, Raeside, & White, 2007). Snowball sampling targeted diverse interest/action groups associated with faculty members and relied upon the distribution of the survey by said faculty members. The body of the email, sent to all of those sampled, contained a promotional graphic which advertised the opportunity to win one of four \$25 gift cards from Natty Greene's in order to encourage participation.

Within the online survey, initial data, primarily patron characteristics such as age group, profession, and regularity of visits to the pub, were answered in multiple-choice or fill-in-the-blank fashion. For the categories of Satisfaction, Overall Attachment, Social Attachment, and Physical Attachment, answers were based on a 5-point Likert scale. Each major category of questioning was also followed by an opportunity to comment. After completing the survey, participants were given the option to volunteer their contact information in order to take part in a drawing and, separately, a photo-collection activity and interview.

Photo-Collection Activity and Semi-structured Interviews

Sociologist, Stephen Spencer (2011), said that, "in terms of the issues of place...images can help to convey the subjective feelings, atmosphere and dynamics of surrounding cultural and social spaces." The collection of visual data, in this case, photographs, can serve as evidence of an individual's worldview and symbolic meanings (Margolis & Pauwels, 2011; Stedman, Amsden, Beckley, & Tidball, 2014). Visual data can

be useful in developing a broader understanding of relationships between people and material culture and provide information about places or “materials-that-matter” (Margolis & Pauwels, 2011). Most beneficial to the researcher, however, is when visual data is supplemented with discussion so the participant is understood and his/her meaning is accurately represented (Margolis & Pauwels, 2011; Stedman et al., 2014)? The aim of the photo-collection activity was the same – to dig deeper into subjective feelings concerning place, achieved through the combination of visual data and recorded discussion.

Recruitment for the photo activity and discussion was promoted at the end of the survey. Out of all those surveyed, fifteen survey respondents indicated a willingness to participate in the photography activity. Eight people out of the fifteen volunteers were chosen to participate. In order to select eight participants out of this group, an excel document was created to compare the survey results of all photo-activity volunteers. This quick review of data allowed the researcher to compare overall scores for each category of the survey and contact those eight participants who were most attracted to the physical environment at Natty Greene’s.

Out of the eight original participants contacted, only three were able to take part in the photo activity. Three additional survey takers were then invited and agreed to participate in the study. The resulting group of seven participants were diverse in age, professional background, gender, and also in attachment to Natty Greene’s. Each of the seven participants was contacted via email or phone and an appointment was made for

a meeting at Natty Greene's where the activity took place. Each participant was walked through the photo activity process and asked permission to record our conversations before the activity began. Once directions were clear to the participant, they were provided with a camera and the activity progressed as follows:

- Participants were asked to consider Natty Green's brewpub and take photos that answer the question: *"What attracts me to this place?"* The participants were asked to collect a total of ten to twelve images that best represented their answers to the question. The researcher informed the participants that the images captured could be literal or symbolic in their meaning and both interior and exterior photographs of brewpub spaces were permissible. A slip of paper with the question, number of images, and subject guidelines printed on it, was affixed to the camera in use.
- Participants were asked to be respectful when taking photos and were provided with waivers to be signed by identifiable subjects in photos.
- After the initial ten to twelve images were collected, participants were asked to sit with the researcher in order to upload the images to a personal laptop. At that time, the conversation was recorded as participants were asked to think out loud and choose eight images that were most important to them by placing them in a separate "keep" folder on the laptop. The participants were asked to answer the questions: "Why did you choose that picture?" and "What does it mean to you?"

- At the conclusion of the photo activity, participants were again thanked and presented with a \$15 gift card as a token of thanks for their time and participation.

During the interview portion of the activity, it was important to record the post photo-collection commentary, as well as the rationale for keeping the eight most important photos. The researcher's cellular phone with voice-recording and dictation application was used for recording post photo-collection commentary. Also, immediately after each interview session, the researcher engaged in the action of journaling so that thoughts and impressions could be captured in the moment. These journals assisted the process of qualitative analysis and interpretation.

Data Analysis

Methods of analyzing collected data included both quantitative and qualitative methods. Qualitative interpretation of photo-collection interviews relied on In Vivo and Focused Coding (Saldaña, 2009). Quantitative statistical analysis was utilized primarily to understand the results of the structured online surveys and to evaluate data frequency of visual data categories collected during the photo-collection activity.

Survey Data Analysis

Because a large portion of the proposed study is exploratory in nature, the online surveys provided an opportunity to gauge the influence of multiple contributors to place attachment. To prepare survey data for analysis, results were exported from Qualtrics to Microsoft Excel. The database was then cleaned up to omit extraneous

information and the researcher reviewed data for errors. Category headings and data were also prepped for use in SPSS statistical analysis software.

The first step for analysis included statistical tests of reliability to confirm survey items to keep/omit within each pre-determined category of the survey. Within SPSS, Cronbach's Alpha was utilized to provide the measure of reliability or consistency for relevant survey items. Once categories were statistically confirmed, descriptive statistics were produced for each content area of the survey. This series of preparatory activities then allowed for the examination of questions at the heart of this study.

Photo-Collection Activity & Interview Data Analysis

The photo-collection activity and interviews produced both visual data and qualitative interview data. In order to analyze qualitative data gathered through the interviewing process, In Vivo coding was utilized as a first-cycle tool followed by Focus coding as a second-cycle tool. In Vivo coding or verbatim coding involves the selection of key quotes from the participant to be used as codes (Saldaña, 2009). The quotes are meant to communicate the essence or core meanings of participant responses. According to social scientist Johnny Saldaña (2009), In Vivo coding is a tool for most qualitative studies, especially for smaller studies and with those new to qualitative research.

Focus coding allows for the identification of major themes in the data and was recommended by Saldaña (2009) as a complement to In Vivo as a second-cycle tool and as part of a mixed methods study. Focus coding takes quotes or portions of quotes

extracted during In Vivo coding and uses them to create categories or groups based on theme. Those groups are then given a name or code that represents the common theme.

Analysis of data collected during the photo activity began with the printing of all photos collected, which were each labeled with the name of the participant who took the photo. The prints were then labeled with key, corresponding quotes extracted from the interview audio file. Most participants discussed their photos in the order in which they were placed in their 'keep' folder, however, in-session notes were relied upon when a participant discussed all of their photos before separating out their eight most important images. Voice recordings for each participant were listened to with photo order established and key quotes were transcribed by the researcher for each photo.

CHAPTER IV

RESULTS

This chapter reports both quantitative and qualitative results of the two different data collection activities for this study. The first section of this chapter reports the results of the Brewpub Survey, including the step-by-step statistical process of describing, confirming, and then analyzing the survey data. The driving research questions for survey research were:

- Within the context of Natty Greene's, what patron characteristics and dimensions of place (socially-based attachment, physically-based attachment, and place satisfaction) relate to and are predictive of overall feelings of place attachment?
- Given this study's emphasis on the physical brewpub environment, how does physically-based attachment to the historic environment compare to other dimensions of place?
- Are there meaningful differences in overall place attachment between different types of patrons?

The second major data collection activity in this study was the photography project, conducted with patrons of Natty Greene's. The qualitative data that resulted from the photo activity is reported in the second half of this chapter. The process of using second cycle codes to determine qualitative categories will be described. This process was guided by the following questions:

- What elements of the physical environment connect to the reasons why participants choose to come to Natty Greene's?
- Is the public particularly attached to any particular physical historic features and what types of symbolic meanings are being attached to historic features?

Survey Respondent Characteristics

The survey section concerning respondent characteristics covered demographics such as age, gender, profession, and city of residence. Additional questions asked the length of time residing in Greensboro (for Greensboro residents), proximity of home and work to Natty Greene's, and frequency of visits to Natty Greene's. Table 2 shows the characteristics of survey respondents.

Survey participants (n=78) were predominantly female (70%). The majority of those surveyed (55%) were between the ages of 18-25 (approximately 27%) or 26-34 (28%). The age group of 35-43 year-olds followed at approximately 21%, while the age groups ranging from 44-52, 53-60, and 61+, made up the smallest portion of survey participants; each represented approximately 6% of those surveyed. 32% of those

surveyed were students while the remaining portion of the group was made up of various types of professionals such as university professors, engineers, accountants, and non-profit administrators. The dominant perspective, thus, among survey respondents is of female students and young professionals.

Table 2. Respondent Characteristics

Demographic Factor	Levels	Frequency of Respondents	Percentage
Age	18-25	21	27
	26-34	22	28
	35-43	17	21
	44-52	6	6
	53-60	6	6
	61+	6	6
Gender	Male	23	30
	Female	54	70
Length of Residence of Greensboro Residents Surveyed	0-3 years	23	35
	4-6 years	14	21
	7-12 years	9	14
	12-20 years	13	20
	20 + years	7	10
Distance of Residence from Downtown Greensboro	0-3 mi.	34	44
	4-6 mi.	22	29
	7-9 mi.	4	5
	10+ mi.	17	22
Distance of Workplace from Downtown Greensboro	0-3 mi.	51	65
	4-6 mi.	12	15.5
	7-9 mi.	5	6.5
	10+ mi.	10	13
Number of Visits	Never	9	12
	Weekly	1	1
	Monthly	13	17
	Every few months	23	29
	Several times per year	32	41

Greensboro residents represented approximately 84% of the survey respondents. Within that segment, the largest percentage (35%) had lived in the city for 0-3 years followed by the 4-6 year group (21%). The sample population is therefore primarily made up of those who have been living in the city of Greensboro for a relatively short period of time, 0-6 years (56%) (Table 2). This characteristic likely corresponds with the fact that approximately a third of the sample is students.

A large segment of the sample population was shown to live and work close to Natty Greene's. Approximately 73% of those surveyed lived within 6 miles of the brewpub. The majority of survey participants, 44%, claimed to live within 0-3 miles of Natty Greene's. Concerning the proximity of the work place to Natty Greene's, the majority, 65%, worked within 0-3 miles of Natty Greene's. Approximately 15.5% worked within the 4-6 mile range; approximately 6.5% worked within the 7-9 mile range, and 13% of those surveyed worked 10 miles or more from the downtown Greensboro Natty Greene's (Table 2). These numbers suggest that some of the respondents who live out of town likely commute to Greensboro for work or school.

The last survey item within the Respondent characteristics category collected information about the frequency of visits to Natty Greene's. 'Regulars' were shown to represent a small portion of the sample. The largest response category (41%) is comprised of people who visit Natty Greene's several times per year; 29% visit Natty Greene's every few months; 17% visit monthly; 1% visit weekly, and 12% of those surveyed never visited Natty Greene's in downtown Greensboro (Table 2). Within the

survey, skip logic was added to this particular question. Those who answered that they had never visited Natty Greene's were automatically taken to the end of the survey.

Confirming Survey Categories

This section reports the steps taken to ensure that the survey items under each category are reliable measurements of the broader category. Thus, before moving forward with analysis of survey data, Cronbach's Alpha and factor analyses were utilized to determine the statistical soundness of items included within the survey categories. For the factor analyses, Principal Axis Factoring was the extraction method with Varimax rotation. Calculations were carried out within SPSS software. Table 3 illustrates the revised survey categories with corresponding Cronbach Alpha values. The results of these tests and the rationale behind category editing are explained in this section.

Initial reliability analyses of the category Overall Attachment revealed that survey questions in the category could be reliably combined ($\alpha = .78$). One question regarding visits to other bars (Q8), however, differentiated most from other questions within the group. Factor analysis showed that all items but question #8 loaded under the same factor within the Overall Attachment¹ survey items. Question 8 on 'Other Bars,' was thus removed from further analysis, improving the reliability of the Overall Attachment category ($\alpha = .83$).

¹ Per APA standards, all survey categories confirmed by reliability and factor analyses will be written with a capital letter for the first word of the term.

Analyzed second was the 'Socially-based Attachment' category. The initial reliability of survey items again showed that these questions could be reliably combined ($\alpha = .74$). Within the 'Socially-based Attachment' category, question #8, 'No Friends, No Go,' had the weakest connection to the rest of the group. This question asked respondents if they would not go to Natty Greene's unless their friends could be found there as well. In factor analysis, the question loaded negatively within the factor loading indicating that it is a poor fit with the other survey items in this category. In addition, question #4 'Furniture supporting' did not load under the same factor loading as the other questions within the 'Social' category. Both items, question #8 and question #4, were therefore removed, improving the reliability of the Socially-based attachment category ($\alpha = .83$) (Table 3).

The Physically-Based Attachment category was the third group to be analyzed and it was again determined that the question in this category can be reliably combined ($\alpha = .76$). None of the questions were shown to increase Cronbach's alpha if removed; however, factor analysis showed the separation of the Physically-based Attachment category into two distinct groups. One group of question centered on location factors and the other on image and aesthetics. It was therefore decided that the two sets of questions should be broken into these two groups for further analysis. Table 3 shows the questions that factored into each of these categories.

Table 3. Validation of Survey Categories

Category Name and Survey Items	No. Items	Alpha	Mean	(SD)
Overall Attachment 1. Traditions centered on Natty Greene's 2. Comfort level at Natty Greene's 3. Bringing out-of-town guests to Natty Greene's 4. Night out at Natty Greene's 5. Favorite place in downtown Greensboro 6. Seeking out the similar 7. I recommend Natty Greene's 8. Other bars * 9. Natty Greene's and downtown pride	8	.83	3.36	.67
Social (Socially-Based Attachment) 1. A place to meet with friends 2. Motivation: Where I can find my friends 3. My Crowd 4. Furniture Supports * 5. Memories at Natty Greene's 6. Conversation at Natty Greene's 7. Dining and/or dinking solo 8. No friends no go * 9. Natty Greene's as a get-away	7	.83	3.31	.66
Physical: Image & Aesthetics 1. Brand identity & downtown Greensboro 2. Characteristics of the Building 3. Historic Character 4. A reflection of my style	4	.76	3.98	.59
Physical: Location 1. Move from current location 2. Attachment to current location 3. Convenience of current location 4. Downtown as the 'center of it all'	4	.67	3.97	.59
Satisfaction: Staff 1. Friendly wait staff 2. Attentive service from the wait staff 3. Friendly bar staff 4. Attentive service from the bar staff	4	.9	4.0	.69
Satisfaction: General 1. Satisfaction with menu options 2. Price of menu items 3. Cleanliness of dining and bar areas 4. Cleanliness of restrooms 5. Loudness/Ability to hear conversation*	4	.65	3.87	.62
* Denotes Removed Item				

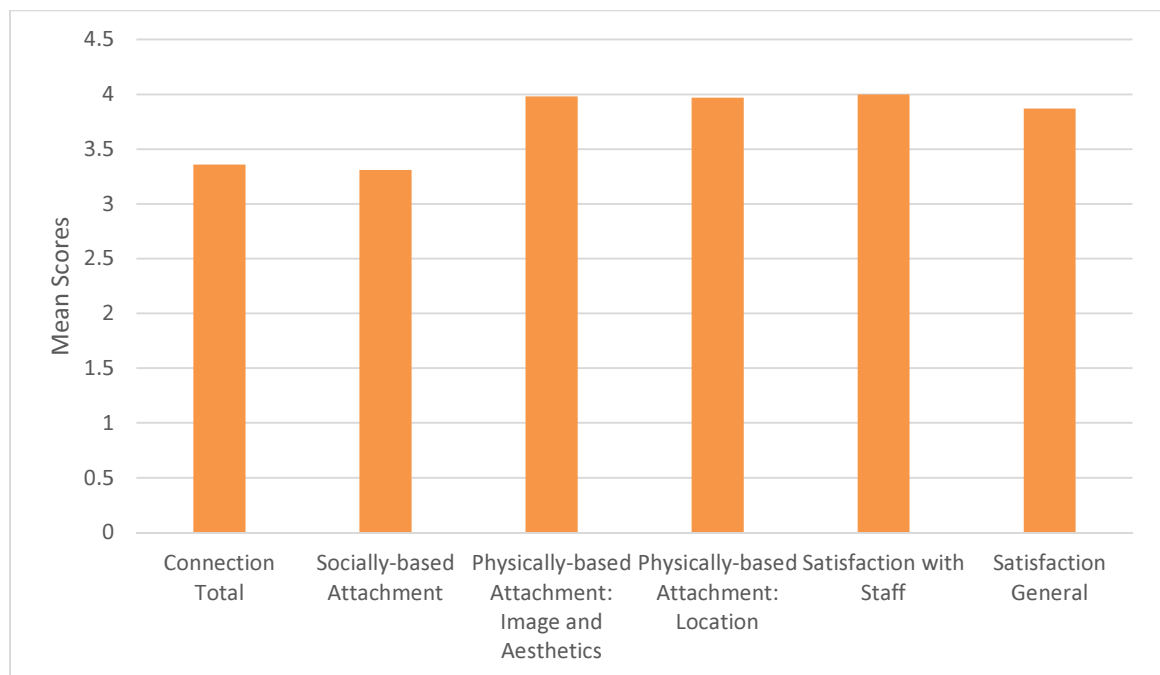
Finally, the category of Overall Satisfaction was analyzed for internal reliability.

The category was composed of nine questions in total with a high level of internal consistency ($\alpha = .852$). As with the previous category of Physically-based attachment,

factor analysis for the group showed the separation of the Overall Satisfaction questions into two groups, one focused on service (Satisfaction with staff), while the second group included a mixture of satisfaction questions that focused on environmental factors such as cleanliness and food options (Satisfaction general). Table 3 shows how the survey question split into these two categories. The reliability of the Satisfaction with staff category items was high ($\alpha = .90$); however, the Satisfaction general category demonstrated less reliability ($\alpha = .65$), but is high enough to justify keeping two different subcategories for Satisfaction.

Figure 4 illustrates the differences between means for the survey categories.

Figure 4. Mean Scores for Each Survey Category



Differences between Groups

One of the research questions in this study asks if there are meaningful differences between survey respondents (based on gender, age, and frequency of visits) on variables important to this study (Overall Attachment, Socially-based attachment, Location, Image & aesthetics, Satisfaction with staff, and Satisfaction general). Comparing differences between the respondent groups revealed some interesting variances. Women are significantly more attached to the overall aesthetics and image presented by Natty Greene's through the physical environment. Younger age groups demonstrated greater Overall attachment. And lastly, those who claimed a shorter period of residence within Greensboro were more attached to the downtown location as were those who visited more often. Again, the sample, which is largely composed of students and young professionals, may explain some of these differences.

Using T-tests and one-way analysis of variance (ANOVA), mean values were examined. T-testing, a bivariate method of statistical analysis, was used to examine the mean values to determine differences between men and women. ANOVA testing was used to determine significant differences between three or more unrelated variables (for categories where response options were not binary such as male versus female).

Results of T-tests showed little difference in categorical mean scores between men and women in all categories but one. Women showed a greater attachment to the physical environment at Natty Greene's. Image and Aesthetics mean scores were significantly higher for women ($M = 4.12$, $SD = .50$) than for men ($M = 3.70$, $SD = .69$),

$t(1) = -2.76, p < .05$. Several significant differences concerning age, years of Residence, and NG Visits (number of visits) were also found.

Using ANOVA testing, the following differences in mean scores were found. The 18 – 24 age group scored a significantly higher mean value within the Overall attachment category ($M = 3.83, SD = .47$) than did the 44 – 52 age group ($M = 2.76, SD = .74$) and the 61+ age group ($M = 2.81, SD = .90$). Those who had lived in the area 0 – 3 years had a significantly higher mean score ($M = 4.34, SD = .49$) for the Physical: Location category than did the group who were residents for 20+ years ($M = 3.64, SD = .31$). Therefore, younger age groups showed stronger Overall attachment and those who had lived in the area a shorter amount of time were more attached to the downtown location.

Lastly, significant effects of NG visits existed when considering Overall attachment and Physical: Location. Those who visit monthly shared a significantly higher mean score ($M = 3.89, SD = .42$) than did the group that visited Natty Greene's several times a year ($M = 3.03, SD = .51$). The same groups, Monthly ($M = 4.48, SD = .50$) and Several times a year ($M = 3.65, SD = .50$) had significantly different mean scores for the Physical: Location category. The results showed that those who visited Natty Greene's more often had greater Overall attachment and a greater attachment to the downtown location.

Correlations between Variables

The next research question for survey research sought to understand the relationships among study variables. Within SPSS, Pearson's Correlation was utilized to produce a correlations matrix and identify potential relationships between variables (Table 4). Stronger and weaker significant, positive correlations were shown to exist as were several significant negative correlations. The strongest positive correlations exist between Social and Overall attachment at .723 ($p < .000$) followed by Satisfaction General and Overall attachment with a correlational value of .658 ($p < .000$). Lower in significance, but still significant at the .01 level were the positive correlational relationships between the two Physical categories and Overall attachment. The Image and aesthetics and Overall attachment groups had a correlational value of .459 ($p < .000$) and the Location and Overall attachment groups had a correlational value of .418 ($p < .000$) (Table 4). These strong relationships show that feelings of connection, satisfaction, positive social experiences, and positive responses to the physical environment all move together in the same direction.

Additional strong relationships were identified between the Social and Satisfaction: Staff variables with a high positive correlational value at .602 ($p < .000$) and the Satisfaction: Staff and Overall attachment categories at .582 ($p < .000$). Still significant, but with a lower correlational value were the Physical and Social categories. The Physical: Image and Aesthetics and Social groups had a correlational value of .353 ($p < .004$) and Physical: Location and Social shared a correlational value of .317 ($p < .010$).

Table 4 . Pearson Correlations

Correlations										
Overall Attachment			Social	Phys. Img. Aesth.	Phys. Loc.	Satis. Staff	Satis. Gen.	Age	Lnth Res	NG Vists
Overall Attachment	Pearson Correlation	1								
	Sig. (2-tailed)									
	N	67								
Social	Pearson Correlation	.723**	1							
	Sig. (2-tailed)	.000								
	N	66	66							
Physical: Image & Aesthetics	Pearson Correlation	.459**	.353**	1						
	Sig. (2-tailed)	.000	.004							
	N	66	66	66						
Physical: Location	Pearson Correlation	.418**	.317**	.345**	1					
	Sig. (2-tailed)	.000	.010	.005						
	N	66	66	66	66					
Satisfaction Staff	Pearson Correlation	.582**	.602**	.218	.169	1				
	Sig. (2-tailed)	.000	.000	.082	.179					
	N	65	65	65	65	65				
Satisfaction General	Pearson Correlation	.658**	.589**	.254*	.267*	.562**	1			
	Sig. (2-tailed)	.000	.000	.039	.031	.000				
	N	66	66	66	66	65	66			
Age	Pearson Correlation	-.390**	-.257*	-.304*	-.251*	.055	-.223	1		
	Sig. (2-tailed)	.001	.037	.013	.042	.665	.072			
	N	67	66	66	66	65	66	78		
Length of Residence	Pearson Correlation	-.198	-.076	-.131	-.354**	.008	.013	.534**	1	
	Sig. (2-tailed)	.108	.543	.295	.004	.947	.915	.000		
	N	67	66	66	66	65	66	78	78	
NG Visits	Pearson Correlation	-.515**	-.295*	-.264*	-.532**	-.137	-.267*	.397**	.235*	1
	Sig. (2-tailed)	.000	.016	.033	.000	.278	.030	.000	.038	
	N	67	66	66	66	65	66	78	78	78
**. Correlation is significant at the 0.01 level (2-tailed).										
*. Correlation is significant at the 0.05 level (2-tailed).										

Significant negative correlations were shown to exist between the frequency of NG visits and Overall attachment at $-.515$ ($p < .000$) as well as NG Visits and Physical: Location with a correlational value of $-.532$ ($p < .000$) (Table 4). The scale for NG Visits was such that a low score means a high frequency of visits. Thus, these negative correlations indicate that as the frequency of visiting Natty Greene's increases, the feeling of connection and the assessment of the building's downtown location also increases.

Predicting Overall Attachment

One major question in this study is: "What factors predict feelings of place attachment," where place attachment is captured in the variable of Overall Attachment in this study. The next step of survey data analysis was to input variables in an Ordinary Least Squares (OLS) regression model as independent variables predict the outcome variable of 'Overall Attachment.' The resulting model shows that the data is a good fit for the model, where the variables explain 68% of the variance in the dependent variable of Overall Attachment, where $F(13,50) = 11.24$, $p < .05$, $R^2 = .679$.

Table 5 shows the details of the OLS regression model with significance levels for each variable. Three variables are significant predictors of Overall attachment, and those variables are NG visits, Physical: Image & Aesthetics, and Satisfaction: Staff. Gender, Social, and Satisfaction: General were all close to the .05 p-value cut-off and might be significant predictors in a more powerful model that has a greater sample size. These variables could therefore be considered borderline predictors of Overall

attachment. Given the high level of correlation between variables (Table 5), multicollinearity diagnostics were run for the variables in the model. All Variance Inflation Factors (VIFs) were below the cut-off of 3, indicating that multicollinearity is not likely a problem with this data set.

Table 5. Regression Results to Predict Overall Attachment

Dependent Variable: Overall Attachment

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	19.463 ^a	13	1.497	11.247	.000
Intercept	.222	1	.222	1.670	.202
Age	.770	5	.154	1.157	.344
Gender	.468	1	.468	3.519	.066*
Social	.422	1	.422	3.170	.081*
Physical Location	.017	1	.017	.129	.721
NG Visits	.752	1	.752	5.653	.021**
Physical: Image & Aesthetics	.823	1	.823	6.186	.016**
Satisfaction Staff	.852	1	.852	6.400	.015**
Satisfaction General	.397	1	.397	2.981	.090*
Length of Residence	.031	1	.031	.231	.633
Error	6.655	50	.133		
Total	759.899	64			
Corrected Total	26.118	63			

a. R Squared = .745 (Adjusted R Squared = .679)

Variable is a significant predictor at $p < 0.05^{**}$

Variable is a significant predictor at $p < 0.1^{*}$

Photography Activity

The photography activity, which involved the collection of both visual and qualitative data, proceeded through three phases of qualitative coding. The first cycle of coding was In Vivo Coding, which involved the transcription of key participant quotes from recorded discussion and notes, each in reference to a corresponding photograph.

Quotes were meant to be representative of the core significance communicated by each photograph and could vary greatly in length. Figure 5 shows examples of photographs, taken by activity participants, with their corresponding In Vivo codes or quotes.

Figure 5. Sample Images with In Vivo Codes



Participant #5: "It's nice upstairs...when this place up here gets busy, it's still not overly-crowded."



Participant #4: "I really like how the history is...brought to mind by the painting on the walls."



Participant #3: "This one is the light feature...it's really cool...caters to the vibe of this place."



Participant #5: "...downstairs I took a picture of the ceiling...I think a lot of the materials here are original at least the brick is... I think that's important that when they renovated this building they didn't just strip it."

After key quotes were transcribed in order to create In Vivo codes, they were transferred to an excel table where Subcoding took place (APPENDIX C). Subcoding further broke down the In Vivo codes into meaningful themes. More than one Subcode may have been drawn from an In Vivo Code (APPENDIX C). Focused coding was the final step in the coding process that organized subcodes under major thematic categories for discussion and analysis. The Focus codes answered the driving question of the photography activity: “What attracts me to this place?” Table 6 lists each of the Focused codes with the rationale for the formation of each code.

Table 6. Focused Codes with Rationale

Focus Codes	Rational for Formation of Codes/Categories
Design Features	The code categorized a specific design or decorative feature that was in and of its self, something that activity participants found attractive.
Materials and Texture	The code categorized all language that mentioned specific materials or textures that were considered attractive.
Historic Feel	The code represented statements or suggestions of such subjective feelings about elements of Natty Greene’s.
Downtown Location	The code categorized those statements or suggestions that the downtown location was a cause for Natty Greene’s attractiveness.
Positive Reflection on Downtown	The code categorized language that expressed the positive influence Natty Greene’s had on the downtown area as a cause for attractiveness.
Diversity of Social Functions	The code categorized language that specified or alluded to design features at Natty Greene’s that facilitated various social functions.
Openness	The code categorized those statements or suggestions of real or perceived openness or spaciousness as cause for attraction to Natty Greene’s.
Satisfaction with Offerings	The code categorized specific services, items sold, or games provided that were a cause for attraction to Natty Greene’s.
Symbolic Meanings	The code categorized various symbolic meanings that were extracted from In Vivo codes.

Table 7 shows each Focused Code with its list of Subcodes. The count next to the list of Subcodes denotes the number of occurrences for each Subcode per participant (N=7). The first total represents the number of times a particular Subcode appeared during the coding process. The second total represents the total for the category. Table 8 on page 55 illustrates the total frequency of Subcodes for each Focus Code.

Table 7. Photo Activity Focused Codes with Subcodes & Number of Occurrences for each Subcode per Participant

(Continued on pgs. 53-54)

		Participant								Total
		P1	P2	P3	P4	P5	P6	P7	Total	
Diversity of Social Functions	TVs Not Overwhelming		1						1	11
	Family-Friendly Areas		1						1	
	Intimacy Downstairs	1							1	
	Different Sections Different Crowds						1		1	
	Corner Area				1				1	
	Nook by Window				1				1	
	Games that Facilitate Socializing				2	1			3	
	Open Plan Facilitates Socializing		1					1	2	
Satisfaction with Offerings	Access to Outdoor Seating		1		1		1	1	4	13
	Like the Beer				1				1	
	Variety of Beer / Rotating Seasonals		2						2	
	Good Food							1	1	
	Welcoming Staff							1	1	
	Growlers						1		1	
	Entertainment					1			1	
	Favorite Games			1					1	
	TVs		1						1	

		Participant								Total
		1	2	3	4	5	6	7	Total	
Design Features	Taps as a Design Feature			1					1	22
	View of Brewing Facilities	1		1	1		1	1	5	
	Multiple Levels				1				1	
	Feature Chandelier	1		1	1	1	1		5	
	Art Evoking Historic Narrative				1		1	1	3	
	Brewing Room as Light Feature	2							2	
	Original Architectural Features	1	1						2	
	Woodwork and Details	1							1	
	Good Lighting Quality	1							1	
	Chalk Boards						1		1	
Materials and Texture	Dark Woodwork and Brick	1							1	5
	Metal and Wood	1							1	
	Original Materials					1			1	
	Mixture of Textures				1				1	
	Reflective Material	1							1	
Openness	Open Plan			1		1		1	3	9
	Atrium	1							1	
	Spacious Upstairs					1			1	
	Windows and Openness			1	1				2	
	Lots of Seating		1	1					2	

		Participant								Total
		1	2	3	4	5	6	7	Total	
Positive Reflection on Downtown	Grain Silo Landmark			1		1	1		3	7
	Keeps Downtown Authentic							1	1	
	Building is Important Landmark	1							1	
	Used Existing Building							1	1	
	Cool Façade			1					1	
Downtown Location	Convenience		1						1	10
	Like Downtown							2	2	
	Views of Streetscape	1			1			1	3	
	Old Trees Downtown/View of Trees	2				2			4	
Symbolic Meanings	Brewing Facilities = Supporting Local		1			1		1	3	6
	Historic Architecture = Residential Feel						1		1	
	Historic Architecture = Historic Mythology			1					1	
	Building Reuse = Authentic Downtown							1	1	
Historic Feel	Old Feel						1		1	3
	Historic Feel	1							1	
	Old-Time Style						1		1	

Table 8. Frequency of Subcodes Categorized Under Each Focus Code

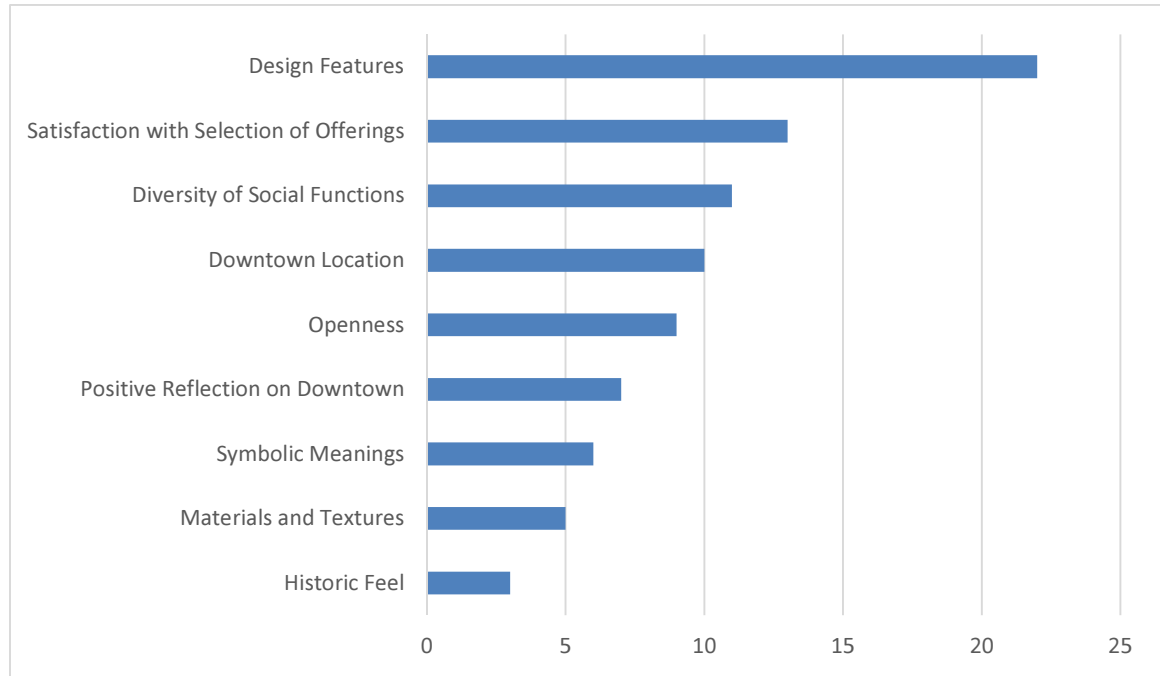


Figure 6 presents select photographs taken by activity participants, their corresponding In Vivo codes or quotes, and the Focus codes or thematic categories that were formed through the coding process. The images coupled with their quotes/In Vivo codes help to further illustrate how meanings were extracted during the coding process and grouped to form each Focus code.

Figure 6. Sample Images with In Vivo and Focused Codes



Diversity of Social Functions

Participant #4: "I really like this table and this corner area and this nook. I spend a lot of time in that particular section..."



Diversity of Social Functions

Participant #1: "I like the intimacy of the bar downstairs."



Reflection on Downtown

Participant #1: "I feel like this corner entrance is ... it means a lot to Greensboro because this intersection...where Elm crosses, ...a lot of people are coming from 41/40 and coming into downtown...at this particular intersection...it's just an area of interest for Downtown Greensboro...it's a marker."



Historic/Old Feel

Participant #6: "I like this style...most of the time you see neon signs to show specials. This is kinda old-time... they're chalk boards."

Figure 6. (continued)



Symbolic Meaning: Visible Brewing Facilities = Supporting Local Business

Participant #2: "The brewery kettles...I like the idea of supporting local business."



Symbolic Meaning: Historic Architecture = Historic Mythology

Participant #3: "This one's the outside façade, the old brick...my Mom told me this used to be a fire station...the stars played an issue in fires..."



Satisfaction with Offerings

Participant #2: "The beer list...I like the variety...they always seem to have something that matches the season."



Downtown Location

Participant #7: "...I did that because of the picture showing downtown...I like being downtown."

Nine common Focus codes or themes were identified through the coding process: Design Features, Diversity of Social Functions, Downtown Location, Historic or Old Feel, Materials and Textures, Openness, Reflection on Downtown, Symbolic meanings, and Satisfaction with Offerings. Each of these codes reflect socially-based and physically-based attachments to place as well as the influence of symbolic meanings, which are associated with the elements of place. Design Features, Satisfaction with Offerings, Diversity of Social Functions, Downtown Location, and Openness were the largest, most common codes.

The Design Features code, for example, categorized physical elements as well as environmental qualities that positively influenced ambiance. The visible brewing facilities, oversized chandelier, lighting quality, and original architectural features are all examples of features included in the category. The Design Features Code is representative of physically-based attachment where one is attracted to the “outstanding physical features” of a place (Stedman, 2003, p.673). The brewing facilities and oversized chandelier were mentioned most in the list of features added to this dominant group (Table 8).

The Satisfaction with Offerings code is composed of items that signify both physically-based and socially-based attachments. It categorized phrases or themes made in reference to food and beverage services, products, and entertainment. For example, the item that was mentioned most often within this category was Access to outside followed by Variety of Beer/Seasonals. The items categorized under the Satisfaction

with Offerings code highlight a preference for variety, not only in terms of products, but also in terms of environments. The reference to a welcoming staff, however, makes the Satisfaction with Offerings code representative of both socially-based and physically-based attachments.

The Diversity of Social Functions code categorized physical features that contributed to a variety of social functions at Natty Greene's. Participants enjoyed the openness of some areas for "mingling," large tables to accommodate many friends, and "nooks" for more intimate or game-oriented socializing (APPENDIX C). The Diversity of Social Functions Focus code illustrated elements of place that contributed to both physically and socially-based attachment.

Downtown Location grouped references to the downtown location as contributing to attachment. For example, one participant stated, "...I love being downtown and eating outside and this is a great place for it." Other downtown-inspired attachments were signified by references to its convenience or enjoyment in viewing the streetscape and/or its old-growth trees (Table 7). Overall, the Downtown Location code reflected physically-based attachments to place.

The code Openness suggested a physically-based attachment. References to the upper level open plan as a favorite physical feature were common, but the feeling of openness, based on the codes, also included ceiling height, the atrium, and the abundance of large windows (Table 7). Participants generally enjoyed the spaciousness of the upper level. One participant stated, "It's nice upstairs...when this place up here

gets busy, it's still not overly-crowded" (APPENDIX C). The code Openness reflects a pleasing feeling imparted by elements of the physical environment that allow for personal space and comfort.

Figure 7. Views of the Atrium and 2nd Floor Seating



Atrium



Round, 2nd Floor Bar Tables

The photography activity allowed for the identification of particular elements within interior and/or exterior Natty Greene's environment that patrons were attracted to. Visual and qualitative data collected through the photography activity resulted in the development of nine Focus Codes identified within this chapter. The Focus Codes represent common themes found in the data that reflect why participants were attracted to Natty Greene's brewing company. Out of the nine themes, Design Features, Satisfaction with Offerings, Diversity of Social Functions, Downtown Location, and Openness were the most common.

CHAPTER V

DISCUSSION

The study of place attachment is a topic that bridges multiple disciplines. Of interest within the social sciences as well as architecture, preservation, and design, place attachment studies contribute to a better understanding of the relationships between people and their meaningful places. This study focused on attachment within a popular type of commercial environment, the local brewpub. The brewpub case study in this project, Natty Greene's Brewing Company, was also uniquely located within a historically-significant building and district, which created an opportunity to explore the role of historic place in place attachment. The following discussion will address the research questions based on the mixed-method data collection, explain research limitations, and discuss implications for practice and the potential for future research.

Addressing the Research Questions

Within the context of Natty Greene's, what patron characteristics and dimensions of place (socially-based attachment, physically-based attachment, and place satisfaction) relate to and are predictive of overall feelings of place attachment?

Identifying variables that relate to and predict Overall attachment in the brewpub environment was a major component of this study, with a particular interest in the roles of the physical and social environments in the development of place

attachment. The analysis showed that Socially-based attachment and Satisfaction with environmental elements and food or drink options, as well as Physically-based attachment, all have strong positive correlations with overall attachment (Table 4). The correlations are fairly consistent with previous research. According to the literature, places that facilitate socializing have been shown to encourage the development of attachment (Hidalgo & Hernandez, 2001; Shumaker & Taylor, 1981; Waxman, 2006, p.46). The literature also shows a strong, positive correlation between satisfaction and development of attachment (Shumaker & Taylor, 1981). Similar results were shown to exist in Stedman's study of lakeshore properties. Higher satisfaction corresponded with more pleasing physical characteristics of the lake (Stedman, 2003).

In terms of Physically-based attachment, several recent studies have shown physically-based attachment as secondary to socially-based attachments (Debenedetti et al., 2014, Stedman, 2003). However, the results of this study show that the physical environment relates strongly to attachment and may even be a better predictor of attachment than social factors. The regression analysis presented shows that the frequency of visiting the brewpub, the assessment of the image and aesthetics, and satisfaction with staff are the three strongest predictors ($p < 0.05$) of Overall attachment (Table 5). It is not surprising that increasing visits would engender increasing place attachment. It is interesting, however, that the rating of the image and aesthetics of the physical brewpub environment was a clear, strong predictor of place attachment.

Survey items concerned with the image and aesthetics at Natty Greene's asked participants to rate their level of agreement with statements like, "When I am at Natty Greene's I find myself admiring the physical characteristics of the building" or "The historic character of the building gives Natty Greene's its charm" (APPENDIX B). The mean scores for the image and aesthetics section ranged between 3.39 and 4.57 (4=agree and 5=strongly agree) for 68% of those surveyed (Table 3). Strong positive reactions to the physical environment were consistently demonstrated by the survey sample. The importance of the physical environment was also validated, however, through the photography activity.

Out of the nine categorical codes that represented what attracted patrons to Natty Greene's, Design features were at the top of the list. Reference to features such as the visible brewing facilities, the oversized chandelier, and mural (Art evoking historic narrative) made up this category. Physical features that accommodated a diversity of social activities were also frequently referenced and were close to Design features in importance. The Diversity of Social Functions group was comprised of spatial characteristics or design features that facilitated different social activities such as the open plan, different levels with different crowds, and family-friendly areas (Table 8).

Socially-based attachment, gender and general satisfaction were borderline significant predictors ($p < 0.1$) in the regression model presented (Table 5). The result that showed females indicate higher levels of physically-based attachment to the image and aesthetics of place cannot be explained by the data here. However, the other

borderline predictors of general Satisfaction and Socially-based attachment are worth elaboration.

Social factors, as important borderline predictors of attachment, included being able to carry on a conversation (noise level), identifying with the typical crowd, meeting with friends at Natty Greene's, and having positive memories involving friends at Natty Greene's. Through the photography activity, spatial elements that facilitated Diversity of Social Functions, as mentioned earlier, were important as a category. Entertainment that aided in socializing was included in that group. As one participant noted, "...I really like the games here. I like how there are activities and things to do. I think that that helps a lot in a social bar setting." Positive social interaction with staff was also a social factor that played a significant role in both Socially-based attachment and Overall attachment. In a commercial service environment, positive social interactions with staff are expected and will likely contribute to repeat visits and the feelings of familiarity, authenticity, and security described by DeBenedetti et al. (2014).

The Satisfaction general category, another borderline predictor of attachment in this study, involved physical environmental factors such as cleanliness or quality of food given price. These fundamental factors help to facilitate a pleasant social and overall experience (Waxman, 2006). Positive cognitive and affective responses to the physical and social environments may be followed by conative (behavioral) responses involved in attachment, such as continued patronage and ambassadorship (DeBenedetti et al., 2014, Scannell & Gifford, 2010).

Are there meaningful differences in overall place attachment between different types of patrons?

Meaningful differences based on age, gender, and length of residence were shown to exist in this study. Females possessed stronger attachments to the aesthetics of place than did their male counterparts but, based on this data alone, not enough is known to make broad suggestions based on gender. Younger survey participants and those who lived in the area for a relatively short period of time were more attached to Natty Greene's and the downtown location. Concerning differences based on length of residency and age, it is important to remember that the majority of the survey and photography activity samples were students and young professionals. Greensboro is a college town and downtown Greensboro and Natty Greene's are active social destinations close to UNCG and a number of other colleges in the area. Students and young professionals are likely to be within the younger age groups and/or somewhat new arrivals to the Greensboro area.

What elements of the physical environment connect to the reasons why participants choose to come to Natty Greene's?

The photography activity and analysis revealed specific features or elements of the physical environment that connect to reasons why participants choose to go to Natty Greene's. Those physical features or elements, the view of the brewing facilities, the open plan, and access to outside, for example, were grouped into one of nine major categories. The categories are: Design features, Satisfaction with offerings, Diversity of

Social Functions, Downtown Location, Openness, Positive Reflection on Downtown, Materials and Texture, Symbolic Meanings, and Historic Feel. The categories represent reasons why people choose to go to Natty Greene's and primarily deal with specific elements of the physical environment (Table 7). Some of the above listed categories are related to similar important physical characteristics and social factors identified by Waxman (2006) in her study of attachment to local coffee shops. In Waxman's (2006) study, "adequate lighting", "views of outside", "opportunity to socialize," and "ability to territorialize" (p. 49) were factors that contributed to attachment.

According to the literature and the results of this study, symbolic meanings associated with the physical environment also play a significant role in attachment (Low, 1992, p. 165; Stedman, 2003, p. 682). The photography activity allowed for the identification of several symbolic meanings associated with the physical features of Natty Greene's. One participant stated at the site of the mural:

I just like the artwork here... Some of my friends say I was born like, 20-30 years too late...You go to a lot of bars and see a bunch of signs and sports stuff...this (place) kinda got an old feel to it. I can imagine just looking at that picture... seeing...downtown Greensboro back 100 years ago (APPENDIX C).

Another participant related the building's appearance to having 'Residential Feel,' similar to what DeBenedetti, Oppewal, and Arsel (2014) called "homeyness," an evaluative byproduct of "familiarity, authenticity, and security" within commercial settings. Meanings such as "old-time feel" and "historic feel" were also attached to physical features that attracted participants to the environment (APPENDIX C).

Is the public particularly attached to any particular physical historic features? Do the historic features of the building seem to matter for place attachment?

The development of categories that reflect the building's historic character demonstrate that the historic location contributes a great deal to the identity of Natty Greene's Brewing Company. Historic character and location within the survey as contributing to attachment and were again identified during the photo activity. Historic associations that were in reality historic, however, are primarily concerned with the downtown location and exterior elements of the building. Features that were identified as having "old time" or "historic feel" on the building's interior were newer, added elements such as the more elaborate woodwork and window surrounds. The environment created by the combination of historic and newer, historic-appropriate elements was none the less part of what attracted participants to Natty Greene's.

Materials and Texture, Downtown Location, Positive Reflection on Downtown, and certain Design Features each referenced elements inherent to the historic character of the building. Patrons complimented materials and recognized the exterior brick walls and ceiling joists as original. One participant was quoted as saying, "...downstairs I took a picture of the ceiling...I think a lot of the materials here are original at least the brick is. I think that's important that when they renovated this building they didn't just strip it (APPENDIX C)." Enjoying the building's historic downtown location was also one of the primary reasons for attraction to Natty Greene's (Table 8). The image of Natty Greene's, as communicated through survey language, was "deeply tied to Downtown

Greensboro,” but in terms of aesthetics, also had “historic character” which gave it “charm” (Appendix B).

What types of symbolic meanings are being attached to historic features?

Some of the symbolic meanings extracted from photo activity data as well as survey items reflected historic-place meanings discussed in the review of literature. For example, one participant associated Building reuse with having an Authentic downtown. She stated, “They didn’t knock a building down and build new one up. They used an existing building...to keep the authenticity of the city” (APPENDIX C). Her response suggests an awareness of preservation principles and their benefits as contributions to attachment. Another participant associated Historic architecture with Historic mythology (Table 7). While the story that led to the formation of this particular symbolic-meaning code was not true, it did illustrate what Lowenthal (1985) called the “remoteness,” and “primitiveness” of “antiquity,” (p. 53) traits of the past that spark curiosity and imagination.

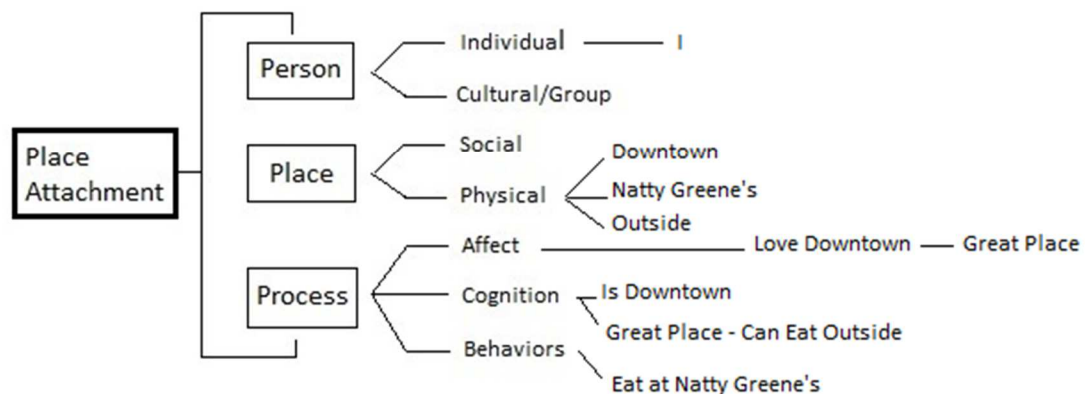
Contributions to Theory

Gifford and Scannell’s (2010) three dimensional Person, Place, Process framework (Figure 1) of place attachment was well supported by this study. The “PPP” model was meant to be inclusive of a broad range of theories concerning human place bonds, fitting for the dynamic concept. The multidimensionality of the concept and the dynamic nature of place attachment elements were demonstrated through this study as various modes of attachment were shown to exist. To illustrate how complex and

intertwined these dimensions are, Figure 8 maps feelings of attachment for a participant in the photography study to elements of the PPP framework.

Figure 8. Historic Place and Attachment Case Study “PPP” Model Illustration

Ex. "...I love being downtown and eating outside and this is a great place for it."



The dimension of “Person” includes attachment that are individual as well as group based. This study evaluated individual experiences of Natty Greene’s. Out of those individual evaluations, both personal attachments as well as some group-based attachments were captured. In the additional comments section of the survey, one participant was quoted as saying: “I know several of the people who work at Natty's, including brewers, which is a main reason that I visit Natty's.” For the particular person who made the above statement, it is a personal connection to Natty Greene’s employees that contributes to their feelings for place. Another survey participant commented, “My husband and I usually go together and it is our time to relax and catch up with each other.” This statement clearly expresses a group-based attachment.

The opportunities to comment within the survey also provided some insight into emotional connections that patrons have toward the brewpub. Affect was demonstrated by numerous survey respondents through expressions of love or pride which signify place attachment. For example, one survey participant noted: "I love Natty Greene's; great place!" Another participant stated: "It's a great establishment; I have never had a bad experience at Natty Greene's." In addition, symbolic meanings such as "Greensboro landmark," "cornerstone of downtown," and "Greensboro treasure" are expressions that emerged in the comment sections of the survey.

In terms of "behaviors" (conation), we can examine the types of behaviors that demonstrated attachment. The analyses in this thesis do not clearly illuminate other types of behavioral decisions made by patrons of Natty Greene's. We can, however look to survey items that asked about behavioral decisions of patrons. For example, patrons were asked to rate their frequency of visits, how likely they were to recommend Natty Greene's to others, and to what extent they center traditions on Natty Greene's.

As illustrated by the "PPP" framework, the dimension of place was shown to be influential as both a social and physical construct (Gifford & Scannell, 2010). By nature a "3rd place," part of the pull of Natty Greene's was, of course, the informal social environment it provided (Oldenburg, 1989). Outings with friends, people watching in the outdoor dining area, and lunch or dinner traditions with family or coworkers are just a few examples of social activities that contributed to attachment. The physical environment was also shown to play a role in why people go to Natty Greene's. The

physical environment facilitated a range of social activities, reminded patrons that they were supporting a local business, and contributed to a feeling of pride for downtown Greensboro. In addition, participants appreciated the overall aesthetic and the historic character of the building.

Based on the data collected during this study, place attachment was, indeed, a multidimensional concept and was well represented by the “PPP” or “Person, Place, Process” framework of place attachment (Gifford and Scannell, 2010). Patrons developed attachments to Natty Greene’s in a variety of ways which could be understood through the framework; examples of attachments were shown to be personal, group-based or culturally-based, social, and/or inspired by physical surroundings.

Limitations

Some limitations of the study are concerned with the survey sample and the photography activity sample size. Originally, the study methodology involved survey promotion through temporary bar signage as well as through UNCG email and snowball sampling. Permission to display the temporary signage, however, was not granted. Access to ‘regulars’ and a greater number of patrons who are more mature in age may have been possible if the signage had been approved. Thus, the results of this study cannot be readily generalized to older patrons and those who frequent the brewpub with regularity. The results are useful, however, for understanding key demographic groups of students and young professionals.

In addition, a larger photo activity sample size would have been preferable. A group of eight participants was the minimum goal for the activity. However, it was difficult getting volunteers to follow through with photo activity participation; only seven people were able to participate by the activity cut-off date. Those who were willing to participate were also a mixture of students and young professionals.

Concerning the survey, analysis would have benefited from a separate 'symbolic meanings' category. Out of concern over survey fatigue, the survey had been condensed and items that implied symbolic attachment, embedded into other question banks. The photo activity was the main instrument for collecting symbolic meaning. The visual and qualitative data concerned with symbolic meanings would have been even more compelling had it been backed by a survey category as were socially and physically-based attachment measurements.

Implications for Practice

It has been demonstrated through numerous studies concerning brewpubs and attachments to place, that ties to local culture are very powerful in creating person-place bonds. This study, additionally, emphasizes the importance of the historic environment as material culture with depth that can offer a significant tie to place. The building and particular locale chosen may be just as valuable as names and advertising materials in establishing a strong link to place. Therefore, the choice of a historic property or locale can be a strategic investment.

Specific features identified as attractive by brewpub goers may aid brewpub owners and/or design professionals in the development of design strategies. Patrons noticed and appreciated unique design features such as the oversized chandelier. Having a view of the brewing facilities was also enjoyed, not only because it served as an interesting visual element, but also because it served as a reminder that a local business was being supported.

Patrons also recognized the interesting mixture of old and new materials within the space, a reflection of adherence to the Secretary of the Interior's Guidelines for Historic Rehabilitation and outdoor seating allowed patrons to admire the surrounding downtown. These examples demonstrate the potential to promote feel-good affect through design by highlighting community ties and causes. There also exists the opportunity to spread a greater awareness of historic preservation and the preserved elements of a building through design.

Results of this study suggest potential implication for business practices. In particular, Satisfaction with staff increases the likelihood of a strong overall attachment to place. Therefore, practices that help staff to create a social environment of "familiarity, authenticity, and security" as suggested by Debenedetti et al. (2014), could help to ensure a lasting attachment to place, repeat patronage, and the development of social traditions.

Satisfaction with products and factors concerning the physical environment (Satisfaction general) also play a role in facilitating a positive experience and

development of place attachment. In this study, the survey category Satisfaction general was a predictor of Overall attachment, which included: cleanliness of the dining, bar, and restroom spaces, price and quality of food, menu options, and noise level. As predicting factors of attachment, the importance of these fundamental considerations within business operations was highlighted.

Future Research

During the time in which this study was conducted, it was discovered that Natty Greene's may move from its downtown Greensboro location (Spain, 2015). Studies have shown that place attachment is often subconsciously experienced until a separation from the place of attachment occurs (Hidalgo & Hernandez, 2001, p.276). Because Natty Greene's is so imbedded in the identity of the historic downtown, the question arises: If Natty Greene's leaves, how will the change affect feelings of attachment to the downtown area? In addition, if Natty Greene's locates to a different city within North Carolina, how might the brand's connection to sense of place change?

An additional question worth researching is: How might a Historic and Non-historic brewpub compare concerning attachment to the physical environment? This study involved a single, in-depth case study of an exemplar historic brewpub. However, a comparative study, especially one that also included the element of a photography activity, would make an intriguing addition to the literature.

Closing Summary

This study sought to understand place attachment within the context of Natty Greene's Brewing Company in downtown Greensboro, a local "3rd place" and historically-significant locale (Oldenburg, 1989; NC SHPO, 2014). Place attachment was understood through Gifford and Scannell's (2010) "PPP" (Person, Place, and Process) framework, which was a good fit for the study. According to the "PPP model," place attachment can be understood as an emotional bond that includes cognitive, affective, and conative responses to place.

Results demonstrated the dynamic nature of place attachment elements and "Place" was shown to be influential as a social and physical construct, for some, imbued with symbolic meaning. The physical characteristics of place, positive social experiences in a place, satisfaction with place, and symbolic meanings associated with place all contributed to feelings of attachment to Natty Greene's. The historic character of the building and location also played a role in attachment by contributing to positive symbolic meanings and attraction to the physical environment.

Because of the sampling techniques used in this study, the major perspective of this study is that of students and young professionals, key demographic groups. Its results are useful for understanding the development of place attachment within the context of the historic brewpub. In practice, brewpub owners and design professionals may reference the physical and social elements identified in this study for future

projects. The data has shown there is a significant opportunity for engendering community pride and for communicating historic significance through design.

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APPENDIX A

NORTH CAROLINA BREWERY MATRIX

Eastern North Carolina

Brewpub Name	Address	Brewpub Y/N	Year Established	Local Brand Y/N	Sense of Place Branding? Y/N	Contributing Historic Y/N	Original Building Name	Historic District	Site ID#
<u>Beer Army</u>	Trenton, NC	N	2008	Y	N	N			
<u>Broomtail Craft Brewery</u>	Wilmington, NC	N	2004	Y	Y	N			
<u>Double Barley Brewing</u>	3174 US Hwy 70W Smithfield, NC	N		Y	N	N			
<u>Front Street Brewery</u>	9 North Front Street Wilmington, NC, 28401	Y	1995	Y	Y	Y	Thomas H. Wright Dry Goods	Wilmington Downtown Historic Dist.	NH0003
<u>Full Moon Brewery</u>	208 Queen Elizabeth Street Manteo, NC	Y		Y	N	N			

Brewpub Name	Address	Brewpub Y/N	Year Established	Local Brand Y/N	Sense of Place Branding? Y/N	Contributing Historic Y/N	Original Building Name	Historic District	Site ID#
<u>Good Hops Brewing</u>	811 Harper Avenue Carolina Beach, NC 28428	N	2008	Y	N	N			
<u>Huske Hardware House</u>	Fayetteville, NC	Y		Y	Y	Y	Huske Hardware	Historic Downtown Fayetteville	CD0856
The Mash House	4150 Sycamore Dairy Rd. Fayetteville, NC	Y		Y	N				
Mother Earth Brewing	311 N Heritage St Kinston, NC 28501	Y	2008	Y	N	N			
Outer Banks Brewing Station	Kill Devil Hills, NC	Y		Y	Y	N			
The Duck-Rabbit Craft Brewery	4519 W Pine St. Farmville, NC	N		Y	N	N			
<u>Weeping Radish Farm Brewery</u>	Grandy, NC	Y	1986	Y	Y	N			

Local Microbreweries: 12

Historic Microbreweries: 3

Local Brewpubs: 7

Historic Brewpubs: 3

Charlotte Metro

Brewpub Name	Address	Brewpub Y/N	Year Establish- ed	Local Brand? Y/N	Sense of Place Branding? Y/N	Contribut- ing Historic? Y/N	Original Building Name	Historic District	Site ID#
<u>Ass Clown Brewing Company</u>	10620 Bailey Road, Suite E&F, Cornelius, NC 28031	N		Y	N	N			
<u>Birdsong Brewing</u>	2315 N Davidson Charlotte, NC 28205	N	2011	Y	N	N			
<u>D9 Brewing Company</u>	11138-C Treynorth Drive Cornelius, NC 28031	N	2009	Y	N	N			
<u>Four Friends Brewing Company</u>	10913 Office Park Dr. Charlotte, NC	N		Y	N	N			
<u>Heist Brewing</u>	2909 N. Davidson Street Suite 200, Charlotte NC 28205	Y		Y	N	Y	Highland Park Manufacturing Co. Mill #3	North Charlotte Historic District	MK1164
<u>NoDa Brewing Company</u>	2229 N Davidson St. Charlotte, NC 28205	N	2011	Y	Y	N			

Brewpub Name	Address	Brewpub Y/N	Year Established	Local Brand? Y/N	Sense of Place Branding? Y/N	Contributing Historic? Y/N	Original Building Name	Historic District	Site ID#
<u>The Olde Mecklenburg Brewery</u>	4150 Yancey Rd. Charlotte, NC 28217	Y	2009	Y	Y	N			
<u>Lake Norman Brewing Co.</u>	159 Barley Park Lane, Unit B Mooresville, NC 28115	N	2014	Y	Y	N			
<u>Triple C Brewing</u>	2900 Griffith Charlotte, NC 28203	N	2014	Y	N	Y?		Mecklenburg Industrial Historic District	MK3270
<u>Unknown Brewing</u>	1327 South Mint Street Charlotte NC 28203	N		Y	N	N			

Local Microbreweries: 10

Historic Microbreweries: 2

Local Brewpubs: 2

Historic Brewpubs: 1

Piedmont Triad

Brewpub Name	Address	Brewpub Y/N	Year Establish- ed	Local Brand? Y/N	Sense of Place Branding? Y/N	Contribut- ing Historic? Y/N	Original Building Name	Historic District	Site ID#
<u>Foothills Brewing Co.</u>	638 W. Fourth St. Winston Salem, NC 27101	Y	2004	Y	Y	Y		Downtown Winston- Salem Historic District	FY2506
<u>Four Saints Brewing Co.</u>	218 South Fayetteville Street Asheboro, NC 27203	N		Y	N	N			
Liberty Steakhouse & Brewery	914 Mall Loop Road High Point, NC 27262	Y		N	N	N			
<u>Natty Greene's Brewing Company</u>	Lee St.	N		Y	Y	Y			
<u>Natty Greene's Brewing Company</u>	345 South Elm Street Greensboro, NC 27401	Y	2004	Y	Y	Y		Downtown Greensbor o Historic District	GF0042
Pig Pounder Brewery	1107 Grecade St. Greensboro, NC 27408	N		Y	Y	N			

Brewpub Name	Address	Brewpub Y/N	Year Established	Local Brand? Y/N	Sense of Place Branding? Y/N	Contributing Historic? Y/N	Original Building Name	Historic District	Site ID#
Red Oak Brewery	6901 Konica Drive Whitsett, NC 27377	N		Y	N	N			
Rock Bottom Restaurant and Brewery	401 N. Tryon St. Suite 100 Charlotte, NC 28202	Y		N	N	N			
<u>Small Batch Brewing</u>	241 West Fifth St. Winston-Salem, NC 27101	Y	2014?	Y	N	Y	Former Kopper Kitchen	Downtown North Historic District	FY2685

Local Microbreweries: 6

Historic Microbreweries: 3

Local Brewpubs: 3

Historic Brewpubs: 3

Triangle Region

Brewpub Name	Address	Brewpub Y/N	Year Establish- ed	Local Brand? Y/N	Sense of Place Branding? Y/N	Contribut- ing Historic? Y/N	Original Building Name	Historic District	Site ID#
<u>Aviator Brewing Company</u>	209 Technology Park Ln Fuquay Varina, NC 27526	N	2008	Y	N	N			
Bear Creek Brews	10538 NC 902 Hwy Bear Creek, NC 27207	N		Y	Y	N			
Big Boss Brewing Company	1249-A Wicker Dr. Raleigh, NC	N	2006	Y	N	N			
Bombshell Beer Co.	120 Quantum Drive, Holly Springs, NC	N		Y	N	N			
Boylan Bridge Brewpub	201 S Boylan Ave. Raleigh, NC	Y		Y	Y	N			
Blueprint Brewing Company	1229 Perry Rd, Suite 101 Apex, NC 27502	N		Y	N	N			
<u>Bull City Burger and Brewery</u>	107 East Parrish St. Durham, NC	Y		Y	Y	Y	DuVal Hackett Florist	Downtown Durham Historic District	DH169 2

Brewpub Name	Address	Brewpub Y/N	Year Establish- ed	Local Brand? Y/N	Sense of Place Branding? Y/N	Contribut- ing Historic? Y/N	Original Building Name	Historic District	Site ID#
Carolina Brewing Company	140 Thomas Mill Rd Holly Springs, NC	N	1995	Y	Y	N			
<u>Carolina Brewery</u>	460 W. Franklin St. Chapel Hill, NC	Y		Y	Y	N			
<u>Crank Arm Brewing</u>	319 W. Davie St. Raleigh, North Carolina	N		Y	N	Y	Phillips Roofing Co. Office & Ware-house	Depot Historic District	WA072 4 - 8C
Deep River Brewing Company	700 W. Main St. Suite 102 Clayton, NC 27520	N		Y	y	N			
Fortnight Brewing	1006 SW Maynard Rd, Cary, NC 27511	N		Y	N	N			
Fullsteam	726 Rigsbee Ave. Durham, NC	N		Y	N	N			
Gizmo Brew Works	5907 Triangle Drive, Raleigh, NC 27617	N		Y	N	N			
<u>Haw River Farmhouse Ales</u>	1713 Sax-Beth Church Rd. Saxapahaw, NC 27340			Y	Y	STUDY LIST	Old Dixie Yarns Cotton Mill		
Lonerider	8816 Gulf Court, Suite 100, Raleigh, NC 27617	N		Y	N	N			

Brewpub Name	Address	Brewpub Y/N	Year Establish- ed	Local Brand? Y/N	Sense of Place Branding? Y/N	Contribut- ing Historic? Y/N	Original Building Name	Historic District	Site ID#
<u>Lynnwood Brewing Concern</u>	4821 Grove Barton Road Raleigh, NC 27613	Y		Y	Y	N			
<u>Mystery Brewing Company</u>	230 South Nash Street Hillsborough, NC	N		Y	N	N		Hillsborough Historic District	OR0077
<u>Natty Greene's</u>	505 West Jones Street Raleigh, NC 27603	Y		Y	Y	Y		West Jones Street Railroad District	WA4083
<u>Ponysaurus Bewing</u>	1101 West Chapel Hill St. Durham, NC 27701	N	2014	Y	N	N			
Railhouse Brewery	105 East South Street Aberdeen, NC 28315	N		Y	Y	N		Aberdeen Historic District	MR0141
Raleigh Brewing Company	3709 Neil Street Raleigh, NC 27607	N		Y	Y	N			
Steel String Brewery	106A S Greenboro St. Carrboro NC, 27510	N		Y	N	N			

Brewpub Name	Address	Brewpub Y/N	Year Establish- ed	Local Brand? Y/N	Sense of Place Branding? Y/N	Contribut- ing Historic? Y/N	Original Building Name	Historic District	Site ID#
Sub Noir Brewing Company	2039 Progress Ct Raleigh, NC 27608	N		Y	N	N			
Top of the Hill	100 East Franklin Street, 3rd Floor Chapel Hill, NC 27514	Y		Y	Y	N			
Triangle Brewing Company	918 Pearl Street, Durham, NC 27701	N		Y	Y	N			
Trophy Brewing Company	827 W. Morgan St. Durham, NC	N		Y	N	N			
White Rabbit Brewing Company	219 Fish Drive Angier, NC 27501	N		Y	N	N			
White Street Brewing Company	218 South White Street Wake Forest, NC	N		Y	Y	Y	Service Chevrolet	Wake Forest Historic District	WA4293 - N.21

Local Microbreweries : 29

Historic Local Microbreweries: 4

Local Brewpubs: 6

Historic Local Brewpubs: 2

Western North Carolina

Brewpub Name	Address	Brewpub Y/N	Year Established	Local Brand? Y/N	Sense of Place Branding? Y/N	Contributing Historic? Y/N	Original Building Name	Historic District	Site ID#
Andrews Brewing Company	Calaboose Cellars, 565 Aquone Road, Andrews, NC	N		Y	N	N			
Asheville Brewing Company	77 Coxe Ave. Asheville, NC	Y	1995	Y	Y	N			
Asheville Brewing Company	675 Merrimon Avenue Asheville, NC 28804	Y	1995	Y	Y	N			
Asheville Brewing Company	1850 Hendersonville Road / Asheville, NC 28803	Y	1995	Y	Y	N			
Bear Waters Brewing Company	130 Frazier St, Waynesville, NC	N		Y	Y	N			

Brewpub Name	Address	Brewpub Y/N	Year Established	Local Brand? Y/N	Sense of Place Branding? Y/N	Contributing Historic? Y/N	Original Building Name	Historic District	Site ID#
Blind Squirrel Brewery	4716 South US Hwy 19E Suite C Plumptree, NC 28664	Y	2012	Y	N	N			
Blowing Rock Brewing	Hickory	Y	2014	Y	Y	Y			
Blowing Rock Brewing	152 Sunset Dr Blowing Rock, NC 28605	Y		Y	Y	Y		Blowing Rock Historic District	WT0074
Boondocks Brewing Tap Room & Restaurant	108 S. Jefferson Ave, West Jefferson, North Carolina 28694	Y		Y	N	N			
Brevard Brewing Co.	63 E. Main Street Brevard, NC	N		Y	Y	N			
Burial Beer Company	40 Collier Ave Asheville, NC 28801	N		Y	N	N			
Catawba Brewing Co.	63 Brook Street Asheville, NC 28803	N		Y	Y	N			

Brewpub Name	Address	Brewpub Y/N	Year Established	Local Brand? Y/N	Sense of Place Branding? Y/N	Contributing Historic? Y/N	Original Building Name	Historic District	Site ID#
Catawba Brewing Co.	212 S Green Street Morganton, NC 28655	Y		Y	Y	N			
Dry County Brewing Co.	585 Oak Ave. Spruce Pine, NC 28777	Y		Y	N	N			
Eola Brewing Company	1048 Harper Ave NW Lenoir, NC 28645	Y		Y		N			
Fonta Flora Brewery	317 N Green St Morganton, NC, 28655	N		Y	N	N			
French Broad Brewery	101 Fairview Rd # D, Asheville, NC 28803	N		Y	N	N			
Frog Level Brewing Company	56 Commerce St - Waynesville NC 28786	N		Y	Y	Y	Warehouse 66	Frog Level Historic District	HW0046+C8

Brewpub Name	Address	Brewpub Y/N	Year Established	Local Brand? Y/N	Sense of Place Branding? Y/N	Contributing Historic? Y/N	Original Building Name	Historic District	Site ID#
Granite Falls Brewing Co.	47 Duke Street Granite Falls, NC 28630	Y		Y	Y	N			
Green Man Brewery	23 Buxton Ave. Asheville, NC	N		Y	N	N			
Heinzelmannchen Brewery	545 Mill Street Sylva, North Carolina 28779	Y		Y	Y	Y		Silva Historic District	JK0001
Highland Brewing Company	12 Old Charlotte Highway, Suite H Asheville, NC 28803	N		Y	N	N			
Hi-Wire Brewing	197 Hilliard Ave Asheville, NC 28801	N		Y	N	N			
Howard Brewing Company	1001 West Ave NW, Lenoir, NC 28645	N		Y	Y	Y	Lutz Furniture Company	Lenoir Downtown Historic District	CW0417
Innovation Brewing	414 West Main Street Sylva, NC 28779	N		Y	N	N			

Brewpub Name	Address	Brewpub Y/N	Year Established	Local Brand? Y/N	Sense of Place Branding? Y/N	Contributing Historic? Y/N	Original Building Name	Historic District	Site ID#
Lexington Avenue Brewing	39 N. Lexington Ave. Asheville, NC 28801	Y		Y	Y	Y		Downtown Asheville Historic District	BN0003 -114
Lookout Brewing	103 S. Ridgeway Ave, Black Mountain, NC 28711	N		Y	N	N			
Nantahala Brewing Company	61 Depot Street Bryson City, NC	N		Y	Y	N			
New Belgium Brewing	TBD	TBD		N	N	N			
Old North State Winery and Brewery	308 N Main St. Mt. Airy, NC	Y		Y	Y	Y	Belks Building	Mt. Airy Historic District	SR0661-89
Olde Hickory Brewery	222 Union Square Hickory, NC 28601	Y		Y	Y	N			
Oyster House Brewing Company	625 Haywood Rd Asheville, NC 28806	Y		Y	N	N			
Pisgah Brewing Company	150 Eastside Drive Black Mountain, NC 28711	N		Y	Y	N			

Brewpub Name	Address	Brewpub Y/N	Year Established	Local Brand? Y/N	Sense of Place Branding? Y/N	Contributing Historic? Y/N	Original Building Name	Historic District	Site ID#
Sierra Nevada Brewing Company	TBD	TBD		N	N	N			
Southern Appalachian Brewery	822 Locust St Hendersonville , NC 28792	Y		Y	Y	N			
Thirsty Monk Pub & Brewery	92 Patton Ave. Asheville, NC 28801	Y		Y	Y	Y	Public Service Building	Downtown Asheville Historic District	BN0003
Thirsty Monk Pub & Brewery	2 Town Square Blvd. #170	Y							
Tipping Point Tavern	190 North Main Street Waynesville NC 28786	Y		Y	N	N		Waynesville Main Street Historic District	HW0161

Brewpub Name	Address	Brewpub Y/N	Year Established	Local Brand? Y/N	Sense of Place Branding? Y/N	Contributing Historic? Y/N	Original Building Name	Historic District	Site ID#
Wedge Brewing Company	37 Paynes Way, Suite 001 Asheville, NC 28801	N		Y	Y	Y		Riverside Industrial Historic District	BN1827
Wicked Weed Brewing	91 Biltmore Ave., Asheville, NC 28801	N		Y	N	N	Asheville Hardware	Downtown Asheville Historic District	BN2483

Local Microbreweries: 37

Historic Microbreweries: 8

Local Brewpubs: 19

Historic Brewpubs: 5

Total Local Microbreweries: 96

Total Historic Local Microbreweries: 21

Total Production-only Breweries: 58

Total Historic Production-Only Breweries: 6

Total Local Brewpubs: 38

Total Historic Local Brewpubs: 14 37%

APPENDIX B

LOCAL BREWPUB SURVEY

Local Brewpub Survey

UNIVERSITY OF NORTH CAROLINA AT GREENSBORO CONSENT TO ACT AS A HUMAN PARTICIPANT

Project Title: Historic Place and Attachment: Exploring Place Attachment at Natty Greene's Brewing Co.

Principal Investigator and Faculty Advisor: Dana Rojak & Dr. Laura Cole, Faculty Advisor

What is the study about?

This study is an exploration of attachments to place, in this case, Greensboro's local brewpub, Natty Greene's. If you have visited Natty Greene's in the past or are a regular patron, your participation in this survey would be much appreciated.

Why are you asking me?

We are interested in surveying a diverse group of Natty Greene's Brewing Company patrons.

What are some general things you should know about research studies?

Research studies are designed to obtain new knowledge. This new information may help people in the future. There may not be any direct benefit to you for being in the research study. Details about this study are discussed in the section below. It is important that you understand this information so that you can make an informed choice about taking this survey.

What will you ask me to do if I agree to be in the study?

Participants will be asked to take an online survey, which should take no more than 10-12 min. to complete. At the end of the survey, participants will be given the option to volunteer contact information in order to take part in a drawing for one of four Natty Greene's gift certificates.

Drawing and Prizes

One of four \$25 gift cards from Natty Greene's would be offered to participants who complete the survey and opt to participate in the drawing. The winners of the drawing would be selected at random.

How will you keep my information confidential?

The survey is anonymous unless contact information is volunteered. Those who volunteer contact information will not be identified by name when data are disseminated. All personal information will be stored via password-secured surveying software and will be erased at the conclusion of the drawing and data collection phase.

Absolute confidentiality of data provided through the Internet cannot be guaranteed due to the limited protections of Internet access. Please be sure to close your browser when finished so no one will be able to see what you have been doing." Alternatively, add security statement from commercial survey tool used for the study.

What if I want to leave the study?

You have the right to refuse to participate or to withdraw at any time, without penalty.

If you have questions, want more information or have suggestions, please contact (Dana Rojak, investigator AND faculty advisor, Laura Cole) who may be reached through the email address: DRojak@uncg.edu.

If you have any concerns or complaints about this project or benefits or risks associated with being in this study, please contact the Office of Research Integrity at UNCG toll-free at (855)-251-2351.

Voluntary Consent by Participant:

By completing this survey, you are agreeing that you are 18 years of age or older, are agreeing to participate, have read and fully understand the contents of this document.

Information about you

Within what age range do you fit?

- ☐ 18-25
- ☐ 26-34
- ☐ 35-43
- ☐ 44-52
- ☐ 53-60
- ☐ 61+

What is your gender?

- ☐ Male
- ☐ Female

What is your primary city of residence?

If you are a resident of Greensboro, how long have you lived here?

- ☐ 0-3 years
- ☐ 4-6 years
- ☐ 7-12 years
- ☐ 13-20 years
- ☐ 20+ years
- ☐ Not applicable

If you have any concerns or complaints about this project, or benefits or risks associated with being in this study, please contact the Office of Research Integrity at UNCG toll-free at (855)-251-2351.

Voluntary Consent by Participant:

By completing this survey, you are agreeing that you are 18 years of age or older, are agreeing to participate, have read and fully understand the contents of this document.

How far do you live from downtown Greensboro?

- ☐ 0-3 mi.
- ☐ 4-6 mi.
- ☐ 7-9 mi.
- ☐ 10+ mi.

How far is your workplace from downtown Greensboro?

- ☐ 0-3 mi.
- ☐ 4-6 mi.
- ☐ 7-9 mi.
- ☐ 10+ mi.

What is your profession? (if a student, please type "student.")

How often do you visit Natty Greene's Brewing Company in Downtown Greensboro?

- ☐ Never
- ☐ Weekly
- ☐ Monthly
- ☐ Every few months
- ☐ Several times a year

Connection to Natty Greene's

To what extent do you agree with the following statements?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Not Applicable
I've centered a tradition (lunches, dinners, birthdays, etc.) on Natty Greene's.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel very comfortable at Natty Greene's.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When out-of-town friends visit me, I bring them to Natty Greene's.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
During a night out, I spend the most time at Natty Greene's.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natty Greene's is my favorite place to be in downtown Greensboro.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I moved from Greensboro, I would search for a place like Natty Greene's in my new home.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I recommend Natty Greene's to others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I visit other bars/restaurants in town just as often as I visit Natty Greene's.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The presence of Natty Greene's contributes positively to the pride I feel for my local downtown.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you have any additional comments concerning your connection to Natty Greene's?

Socializing at Natty Greene's

To what extent do you agree with the following statements?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Not Applicable
Natty Greene's is an excellent place to meet with friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I primarily go to Natty Greene's because I can find my friends there.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I identify with the typical crowd at Natty Greene's.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The furniture arrangements indoors and out accommodate the kind of socializing I like to do there.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My friends and I have some great memories involving time with each other at Natty Greene's.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being able to carry on a conversation at Natty Greene's is part of the reason I go there.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel comfortable dining/having a drink alone at Natty Greene's.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If my friends no longer went to Natty Greene's, I wouldn't either.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natty Greene's makes for a great get-away.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you have any additional comments concerning socializing at Natty Greene's?

Natty Greene's Location and Design

To what extent do you agree with the following statements?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I would be sad if Natty Greene's were no longer occupying its current space downtown.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The brand identity of Natty Greene's feels deeply connected to Downtown Greensboro.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The downtown location is part of what attracts me to Natty Greene's.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I am at Natty Greene's, I find myself admiring the physical characteristics of the building.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The historic character of the building gives Natty Greene's its charm.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Considering Natty Greene's, I could say the place is a reflection of my style.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The current downtown location is convenient.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The current downtown location is at the center of it all.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natty Greene's feels authentic to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you have any additional comments concerning the location and design of Natty Greene's?

Service and Overall Satisfaction

To what extent do you agree with the following statements about Natty Greene's?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Not Applicable
I am satisfied with the menu options at Natty Greene's considering my dietary needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can expect friendly service from the wait staff at Natty Greene's.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The wait staff is attentive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can expect friendly service from the bar staff.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The bar staff is attentive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The menu is reasonably priced given food quality.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The dining/bar areas are clean.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The restrooms are clean.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can easily have conversation here.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you have any additional comments concerning service at Natty Greene's?

Is there anything else you would like to share about your experiences at Natty Greene's and/or why you choose to go there?

Thank you so much for your participation!

If you would like to be entered into the Natty Greene's gift card drawing, please provide contact information below (name and email or phone number).

Would you be willing to take part in a follow-up activity that involves photography and further conversation at Natty Greene's? Those who complete the photo activity will be given a gift card to Natty Greene's in the amount of \$15. Eight participants will be chosen.

- ☐ Yes, I am interested in participating in the photo activity. You may contact me.
- ☐ No, thank you.

APPENDIX C

PHOTOGRAPHY ACTIVITY IN VIVO CODES AND SUBCODES

	Participant 1		Participant 2	
	In Vivo Codes	Subcoding	In Vivo Codes	Subcoding
Image 1	"I took it because I love the dark...what I'm assuming is older woodwork on the exposed brick, but also...(the windows) have good views, in particular the ones that look out onto the oaks. So, when I'm upstairs, I prefer to be at a window that looks out onto the oaks orthe streetscape, ...not the stoplight."	<p>Good Views</p> <p>View of Oaks</p> <p>View of Streetscape</p> <p>Dark woodwork and Brick</p>	"...They have plenty TV's so you can sit just about anywhere and have a view of the game and yet, they don't have so many (TV's) that's its overwhelming like a sports bar."	<p>Views of TVs</p> <p>Not overwhelming</p> <p>Not like a sports bar</p>
Image 2	"The metal ceiling tends to provide better reflection...the lighting quality is nice. ...Downstairs feels darker."	<p>Good lighting quality</p>	"Where I live is across the street and convenience is, if not the #1 thing, the #2 thing that brings me here."	<p>Convenience brings me here</p>
Image 3	"The large light...in the open air atrium is one of my favorite features in here. I actually took two photos of it... They show two different views of it that I think are important...One has the nice light from the brewery tanks (room)... and when I'm walking down the stairs, I get that vantage point looks really nice looking down into the entry way...That rod iron is so nice. I don't think I've seen a light like that anywhere else in Greensboro, so I really enjoy that piece in here."	<p>Large light in atrium</p> <p>Views of atrium</p> <p>Brewing room as lighting feature</p>	"The picture of the bar shows the open layout, there's plenty of seating it's got an open area where you can mingle with people..."	<p>Plenty of seating</p> <p>Open plan for socializing</p>

Image 4	<p>"The large light...in the open air atrium is one of my favorite features in here. I actually took two photos of it... They show two different views of it that I think are important...One has the nice light from the brewery tanks (room)... and when I'm walking down the stairs, I get that vantage point looks really nice looking down into the entry way...That rod iron is so nice. I don't think I've seen a light like that anywhere else in Greensboro, so I really enjoy that piece in here."</p>		<p>"It's nice to sit outside..."</p>	<p>Access to Outside</p>
Image 5	<p>"...It's important because it shows the exposed wood on the ceiling and the original beams...the metal and the wood."</p>	<p>Original architectural features</p> <p>Metal and Wood</p>	<p>"It makes it more family-friendly during the day if you want to bring your parents."</p>	<p>Family-friendly areas</p>
Image 6	<p>"I like the view when you walk in...you a, almost get a ...zen view of the downstairs bar and you can see the tanks and they're in the distance and providing this extremely bright background to all the dark wood and bricks...I don't so much like the dining area with the mural...the lighting of the tanks is really nice."</p>	<p>Zen View</p> <p>Brewing room as a light feature</p>	<p>"The beer list...I like the variety...they always seem to have something that matches the season."</p>	<p>Variety of Beer</p> <p>Seasonals</p>
Image 7	<p>"I like the intimacy of the bar downstairs." "...And I like the woodworking and all of those details...it feels... like a brewery bar should, at least one that's placed in a historic building."</p>	<p>Intimacy Downstairs</p> <p>Wood working and details</p> <p>Historic feel</p>	<p>"The brewery kettles...I like the idea of supporting local business."</p>	<p>Brewery kettles = local business</p>

Image 8	"I feel like this corner entrance... scenically means a lot to Greensboro because this intersection...where Elm crosses,...the Natty Greene's corner there is really important because ...a lot of people are coming from 41/40 and coming into downtown...at this particular intersection...it's just an area of interest for Downtown Greensboro...it's a marker."	Natty Greene's: Important Landmark	"...The exposed wood ceilings. I think that adds further to the character of the building."	Original arch. Features add to character
	Participant 3		Participant 4	
	In Vivo Codes	Subcoding	In Vivo Codes	Subcoding
Image 1	"I took of one of the round tables...they're big, open... I love that about the upstairs part..."	Open plan Lots of seating/room	"...I really like the games here. I like how there are activities and things to do. I think that that helps a lot in a social bar setting."	Games that facilitate socializing
Image 2	"This one is the light feature...it's really cool...caters to the vibe of this place."	Light feature fits vibe	"...I like being able to look out the window and see the street and what's going on (out) on the street...it feels very open... there are windows to outside..."	View of the street Windows and openness
Image 3	"I love shuffle board!"	Favorite game	" I really like this table and this corner area and this nook. I spend a lot of time in that particular section..."	Games that facilitate socializing Corner area Nook by the window
Image 4	"This one is the logo of Natty Greene's...I tried to get the door as well...the windows are open... the whole façade is really cool."	Open windows: Views in and views out Cool Façade	"I like how you can see where the beer is made."	View of brewing facilities

Image 5	"This one, as you're walking up the stairs...they have their brew-making process..."	View of brewing process	"I really like how the history is...brought to mind by the painting on the walls."	Decorative elements conjure historic narratives
Image 6	"This one's the outside façade, the old brick...my Mom told me this used to be a fire station...the stars played an issue in fires..."	Historic materials=historic mythology	"...The outside space...that's important to me to have that option."	Access to outside
Image 7	"This one is he taps. I'm always interested in taps, the design of them."	Taps as a design feature	"That's a really cool light and it shows some of the ceiling textures...and I like the multiple levels in here."	Interesting light feature Mixture of textures Multiple levels
Image 8	"The outside tank (grain silo)...this is like, very identifiable...it's a cool marker."	Grain Silo as a landmark	"I really like the beers here."	Like the beers
	Participant 5		Participant 6	
	In Vivo Codes	Subcoding	In Vivo Codes	Subcoding
Image 1	"I like this thing (grain silo)...as far as downtown Greensboro goes, it's kind of a landmark."	Grain silo as a landmark	"I like the front, the architectural work here...it looks like somewhere people would live..."	Historic Architecture Residential Feel
Image 2	"...Even though it's downtown, it's like this little natural area...there's this big, old, original tree."	Big, old trees	"I like growlers. I'm a big growler drinker."	I like growlers
Image 3	"This one shows it more in context."	Big, old trees downtown	"I always like places with patios."	Access to outside

Image 4	"...It's nice that it's open to the second floor...I like the chandelier. It really fits the building."	Open plan Chandelier suits building	"I like this style...most of the time you see neon signs to show specials. This is kinda old-time... and they're chalk boards."	Old-time style Chalk Boards
Image 5	"It's nice upstairs...when this place up here gets busy, it's still not overly-crowded."	Spacious upstairs	"I really like this chandelier ...and there's an upper section. You get the older crowd downstairs..."	Like the chandelier Different sections, different crowds
Image 6	"It's important to have other stuff to do besides eating and drinking...(people) will hang out here instead of going to another place."	Entertainment Games that facilitate socializing	"I brew my own beer so I like to see (an) actual brewery. It's one of the coolest features here."	I like to see the brewing One of the coolest features
Image 7	"...their brewing equipment...they make it in Greensboro, so as a Greensboroan, it's nice to like their beer."	Brewing facilities = supporting local	"I just like the artwork here... Some of my friends say I was born like, 20-30 years too late...You go to a lot of bars and see a bunch of signs and sports stuff...this (place) kinda got an old feel to it. I can imagine just looking at that picture... seeing...downtown Greensboro back 100 years ago."	Old feel Decorative elements evoke historic narrative
Image 8	"...downstairs I took a picture of the ceiling...I think a lot of the materials here are original at least the brick is too I think that's important that when they renovated this building they didn't just strip it."	Retained original materials	No comments on the silo, but it was included.	Silo as a landmark
Participant 7				

	In Vivo Codes	Subcoding	
Image 1	"...the upstairs...I love how they have a big open space for people to gather..."	Open plan Plan facilitates socializing	
Image 2	"...I did that because of the picture showing downtown...I like being downtown."	I like being downtown View of downtown	
Image 3	"Every experience I've had here has been welcoming."	Welcoming Staff	
Image 4	"I like that they have different pictures of history, Greensboro's history..."	decorative element conjure historic narratives	
Image 5	"...I love being downtown and eating outside and this is a great place for it."	I love being downtown Access to outside	
Image 6	"Everything I've had here has been great. The food has been great."	Satisfaction with food	
Image 7	"I'm not a beer fan, but I think it's really cool that they do brew their own local beer.... It's cool that you can see it."	Visible Brewing = local Like to see the brewing	
Image 8	"They didn't knock a building down and build new one up. They used an	Used an existing building	

	existing building...to keep the authenticity of the city."	Kept the city authentic	
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