

Mapping Community Assets in Bronzeville



Sponsored by:

Bronzeville Visitor Information Center

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Project Summary

This particular project was chosen over the others because of the collective interest of each project member in the preservation of Chicago history, especially at a time when the city is cutting back resources for historical preservation and tourism. When approached, it was the compelling personality of Norman Montgomery, our contact at the Bronzeville Visitors Center, which validated our excitement for the project.

This project was presented to us because the Visitors Center was using a simple map from Google that did not show the points of interest. The center has updated address information for restaurants and that needed to be included on the maps. But beyond the technical level, the Center wanted to generate a map that they could use to plan their tours, which would generate interest in the community, and ultimately help revitalize the community.

Once working over the groups scheduling, we met with Norman and settled on the goal of making a comprehensive map specifically with tourism in mind. The maps would include the community assets, which Norman explained were the businesses, restaurants, and most importantly, the landmarks of the community. Additionally, the maps would include public transportation. From here, we set out to collect the data.

First, we collected the transportation data, which was readily available from the City of Chicago. We got all the CTA and Metra information for the Bronzeville community. Next we got the asset addresses from Norman, and verified the landmark data with the City's landmark data. When all the information was deemed correct, we compiled the information into a geodatabase specific to this project. The database was extremely helpful in making our data moveable and organized. Next came the map designing, the aesthetics. The results were clear. We created 6 eye pleasing maps for the Center that they can now use for tourism and future community planning.

Table of Contents

Introduction.....	4
Needs Assessment.....	4-5
System Requirements.....	5-6
Data Acquisition.....	6-8
Data Analysis and Visualization.....	8-9
Data Visualization.....	9
Results.....	9-15
Summary & Conclusion.....	15
Project Limitations.....	15
Appendixes A, B.....	15-16

Bronzeville Community Assets Introduction:

The Bronzeville Visitor Information Center located at the intersection of 35th Street and Martin Luther King Dr. serves as a non-profit community center. The center seeks to market the area east of the Dan Ryan Expressway to the lake, from the McCormick Place to Washington Park as a thriving cultural and historical gem in Chicago. The center refers to this area as Chicago's "Black Metropolis."

The center asked of us to replace the current map that they were using for their website and for planning their tours. The new map was to contain all of the assets that the Visitors Center felt were significant. This included businesses, landmarks, restaurants, and transportation. Additionally, the maps were to be clear and concise, a daunting challenge since there was so much information to include on the maps.

With this in mind, we set out to collect all the data, both from the Visitors Center and from the City of Chicago, and organize our map. What we ended with was 6 maps total; one of the whole community area, and five maps of predetermined zones.

Needs Assessment:

This non-profit wants to create a cultural awareness of the Black Metropolis in Chicago, nationally, and abroad. It is important for the center to help foster a cross-cultural understanding between area residents and others. Bringing residents and visitors together is a goal to create a thriving community with a valuable exchange of ideas. In particular, the center wants to focus on increasing the hospitality industry in the area to create jobs and a world-class international tourism destination. The stakeholders in the center's vision are, but not limited to, investors in the community, visitors, native residents, and Chicago Housing Authority developers.

A step toward the center's goal is to create a way for visitors to easily visualize where all these valuable historic and cultural assets are located in the community. The center has brochures and lists of these valuable assets, but there exists no map. Our group advised Mr. Herald Lucas, the main director of the center, of the benefits of creating a map to achieve this objective. We informed him on the capabilities of Geographic Information Systems and suggested that creating a map of community assets will improve visitor comprehension because they can geographically visualize where assets are located. Ultimately, if the visitor can better visualize the area, more are likely to come and the area will improve in awareness as an international tourist destination.

To strengthen the group's understanding of the area and the benefits and capabilities of community asset mapping some further research needs to be consulted. To understand the historical and cultural importance of the community we are consulting the novel *Native Son*, by Richard Wright and *The Muse in Bronzeville* by Robert Bone and Richard Courage. These source will help us understand the social background of what makes Bronzeville the community that it currently has become as well as enlighten us of the historical, socioeconomic, and cultural significance of the area.

To comprehend the successes, potential, and benefits, as well as effective design the group needs to consult a variety of literature or data that illustrates these points. For this purpose we employed, The U.S. Department of Housing and Community Development's *Connecting to Success: Neighborhood Networks Asset Mapping Guide*, UCLA's Center for Health Policy Research study entitled *Section 1: Asset*

Mapping, and the University of Missouri’s University and Outreach Extension study entitled *Asset Mapping*. These sources aided in the operational functionality of our project. It advised us on proper asset mapping strategies as well as suitable techniques for map design. It allowed us to learn from prior examples and set a realistic objective for the finished product.

System Requirements:

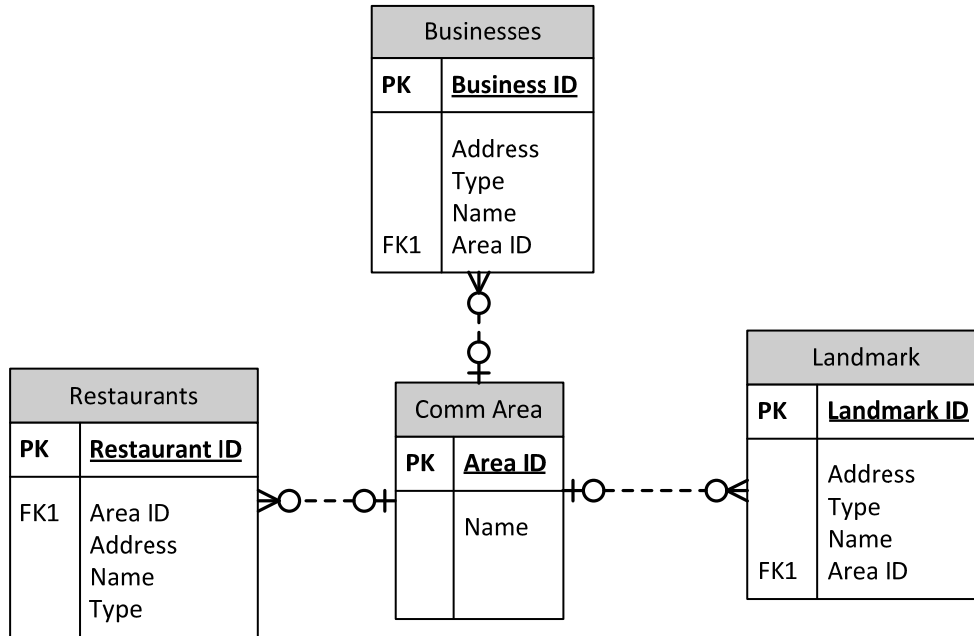
A step toward the center’s goal is to create a way for visitors to easily visualize where all these valuable historic and cultural assets are located in the community. The center has brochures and lists of these valuable assets, but there exists no map. Our group advised Mr. Herald Lucas, the main director of the center, of the benefits of creating a map to achieve this objective. We informed him on the capabilities of Geographic Information Systems and suggested that creating a map of community assets will improve visitor comprehension because they can geographically visualize where assets are located. Ultimately, if the visitor can better visualize the area, more are likely to come and the area will improve in awareness as an international tourist destination.

Our goal is to create a series of 6 maps, 5 zones and one comprehensive. The first priority is the tourism map, which will be divided into four sections with the assets itemized within each section.

We will use GIS to find answers to several questions that need to be assessed in order to create maps. First, we need to determine where centers of activity in the neighborhood are, based on the location of landmarks, homes, and businesses. We need to determine the proximity, or distance, of businesses to historic landmarks including notable homes, because commercial activity tends to take place near points of interest, which present an attraction for drawing people into an area. For Priority 1 map, the entities will be the Landmarks, the restaurants, and the local shopping businesses. Their attributes are as follows:

Landmarks	Restaurants	Businesses
<u>ID</u>	<u>RID</u>	<u>SID</u>
Address	Address	Address
Name	Name	Name
	Type of Restaurant	Type of Business

The relationship will be determined by distance. For example, for each landmark there will be corresponding restaurants and shops based on distance from the landmark. For the first map, the ERD will look like:



Data Acquisition:

1) Introduction

In order to communicate our intended objective best, our group needed to utilize certain datasets. These include: landmarks, restaurant, and business datasets. Some were provided to the group by our organization, the Bronzeville Visitor Information Center, and others were created. All are in excel format and will be used as our sources. We geocoded all of the data so that it can be exported into map format and manipulated for our intended use. After inquiring all datasets provided, our group concluded that they were sufficient and relevant to the client’s needs and intended use.

2) Data Dictionary

Landmarks Data Set: Excel file dataset that provides addresses, tracts and coordinates of landmarks.

Source: Bronzeville Visitor Information Center, Norman Montgomery, (773) 373-2842

Processing steps: Geocoding of locations

Spatial object type: point

Attributes: ID, name, address, tract, X,Y Coordinates

Data format: dbase file and geodatabase, base map

Business Data set: Excel file dataset that provides addresses, tracts and coordinates of businesses.

Source: Bronzeville Visitor Information Center, Norman Montgomery, (773) 373-2842

Processing steps: Geocoding of locations

Spatial object type: point

Attributes: ID, name, address, type, tract, X,Y Coordinates

Data format: dbase file and geodatabase, base map

Restaurant Data Set: Excel file dataset that provides addresses, tracts and coordinates of restaurants.

Source: Bronzeville Visitor Information Center, Norman Montgomery, (773) 373-2842

Processing steps: Geocoding of locations

Spatial object type: point

Attributes: ID, name, address, tract, X,Y Coordinates

Data format: dbase file and geodatabase, base map

3) Fitness for Use

Landmarks:

- Resolution – Since we are trying to show only locations we are simply using a base map. Raster and vector images are not necessary because we are only interested in geographic location and this can be achieved by using an ESRI base map.
- Accuracy- After comparing the test data to reference data- Google maps- all addresses were accurate and no editing was necessary.
- Completeness - Both attribute and spatial qualities were complete.
- Consistent errors – N/A
- Current – The data is current. BVIC collected the data within the past year.
- Limitations – The data is limited to the BVIC’s knowledge of landmark locations.

Restaurants:

- Resolution – Since we are trying to show only locations we are simply using a base map. Raster and vector images are not necessary because we are only interested in geographic location and this can be achieved by using an ESRI base map.
- Accuracy - After comparing the test data to reference data- Google maps- all addresses were accurate and no editing was necessary.
- Completeness - Both attribute and spatial qualities were complete.
- Consistent errors – N/A
- Current – The data is current. BVIC collected the data within the past year.
- Limitations – The data is limited to the BVIC’s knowledge of restaurant locations. Additionally, only relevant restaurants are included that complements the intended use.

Businesses:

- Resolution – Since we are trying to show only locations we are simply using a base map. Raster and vector images are not necessary because we are only interested in geographic location and this can be achieved by using an ESRI base map.
- Accuracy - After comparing the test data to reference data- Google maps- all addresses were accurate and no editing was necessary.
- Completeness - Both attribute and spatial qualities were complete.
- Consistent errors – N/A
- Current – The data is current. BVIC collected the data within the past year.
- Limitations – The data is limited to the BVIC’s knowledge of business locations. Additionally, only relevant restaurants are included that complements the intended use.

4) Data Acquisition Constraints

Some constraints of data acquisition were that some of the asset points had the wrong address and missing zip codes. To remedy this problem our group manually corrected the addresses and identified the proper zip codes for each asset. Additionally, we created our own excel datasheet that included more areas of interest that were not included in the original provided excel sheet, such as new landmarks and transportation amenities. To create our finalized map we had to “clean up” a lot of the data so that it could be rendered properly in ArcGIS.

Data Analysis and Visualization:

Introduction:

The Bronzeville Visitor Information Center is lacking a physical map illustrating all points of interest in the community. The current map available does not adequately highlight points of interest and is not inviting or attractive. To remedy this issue, the organization sought our group’s assistance in creating a comprehensive and inviting map for visitors to the community. On the map we intend to illustrate the locations of a variety of community assets. These include landmarks, businesses, and transportation amenities.

The hope is that the map will prove to be a strategic reference that will allow the Bronzeville Visitor Information Center to create tours and attract non-residents to explore the area’s rich cultural heritage. The goal of the project has remained the same since the first needs assessment interview. The center still seeks to create such a map, and has since provided our group with some the tools necessary for the project. Our main objectives are to highlight points of interest by effectively illustrating their locations using GIS technologies. The only changes we have made with our plans since P1 are to add in transportation assets to our map, specifically CTA and Metra stations and the locations of bus routes and stops.

Information Products:

- Community Assets Map- Map showing the locations of points of interest. These are landmarks, businesses, and transportation amenities. Each category of assets will be distinguished by different symbology in order to allow the user to easily distinguish between different kinds of assets. The assets will be geocoded and placed into their appropriate locations on a base map. Different layers will include: Landmark Locations, Business Locations, and Public Transportation Locations. Our final map includes 5 zone maps, rendering detailed displays of subsections of the area and emphasizing clusters of assets in a particular location. Additionally, we created 1 comprehensive map that showed all assets in the larger area.

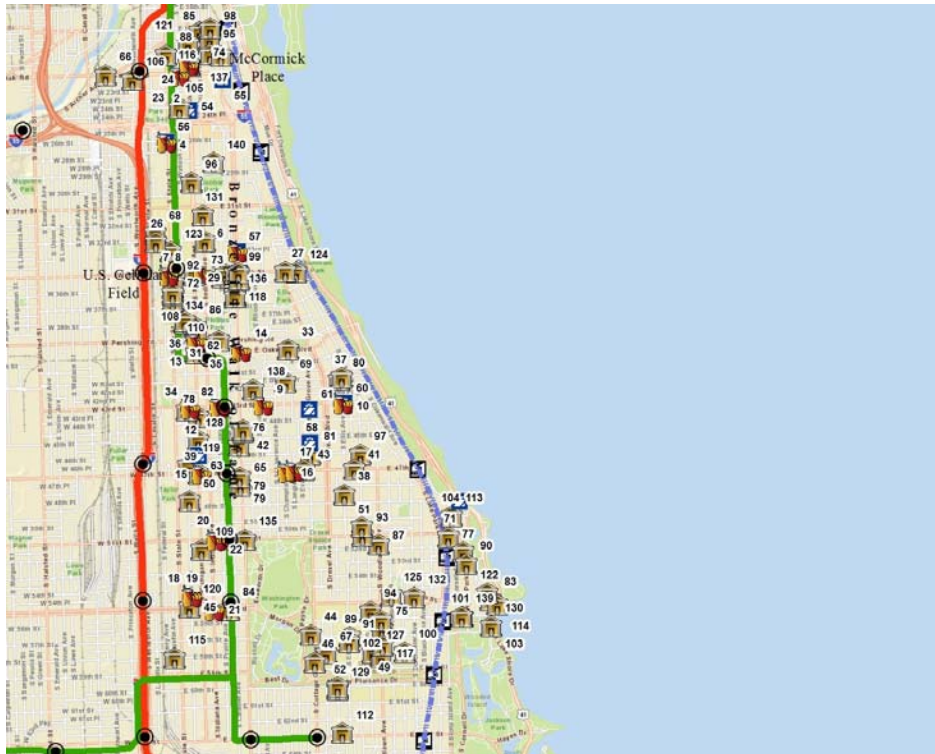
All of the layers adequately answer the need-to-know questions by providing a clear visual information product that shows the location of assets, or points of interest, in the community.

Data Visualization:

- Map Projection- SPC
- Map Symbols- As mentioned above, each location will be identified by certain symbology that easily communicates to the viewer the location's use. For example, for bus stops we plan to include a small bus point, for businesses small "shopping bag" points, etc. These symbols will make the map both more user friendly and make the points of interest more easily identifiable.
- Map Types- Point Symbol Map
- Data Classification Methods- N/A
- Normalize Data- We normalized our data in order to ensure uniformity. This step was necessary because if the data had not been normalized it would have created discrepancies with the locations of points of interest. After the data was cleaned up and normalized, we were able to import it into ArcGIS for processing and creation.
- Map Elements- Certain map elements were included in our map to make it more user-friendly to the client and visitors. These include, but are not limited to, a title, north arrow, scale, legend, etc. These final additions are vital to the finished information product because without reference, the user would not be able to easily identify the mapped points of interest.

Results

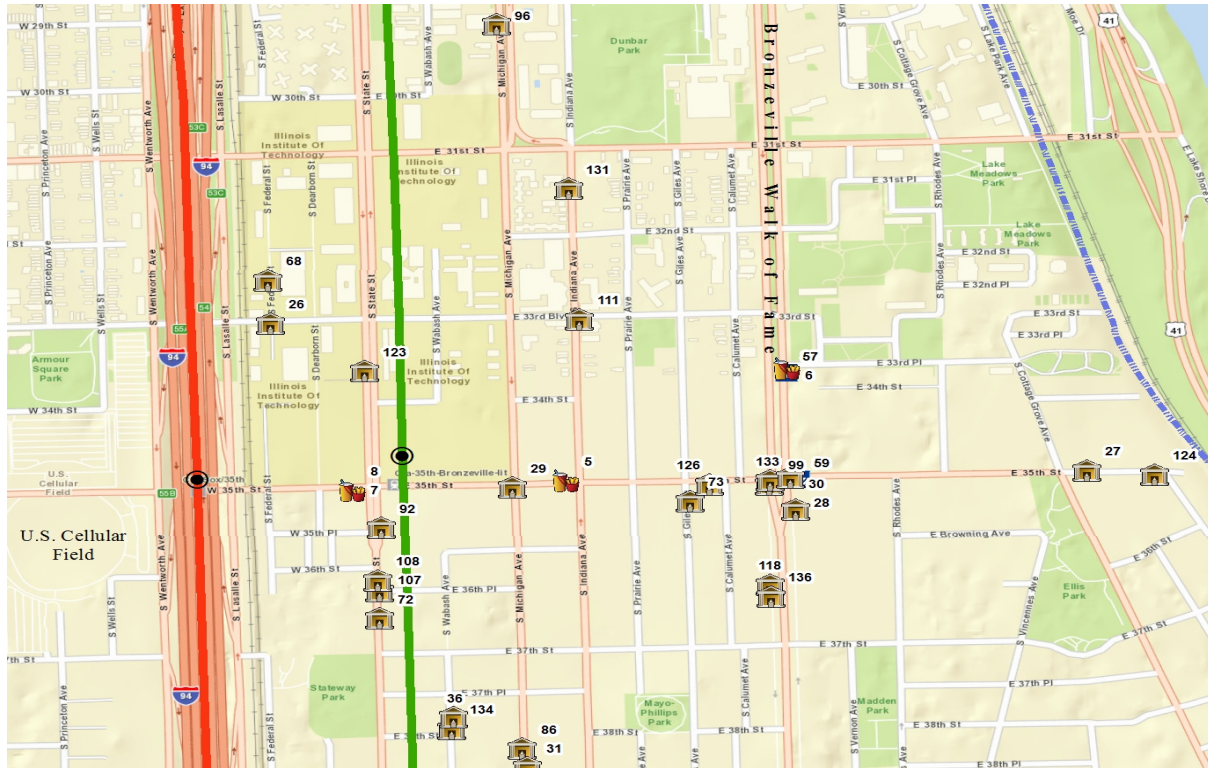
What the Visitors center is able to walk away with is six concise maps and the corresponding table of contents:



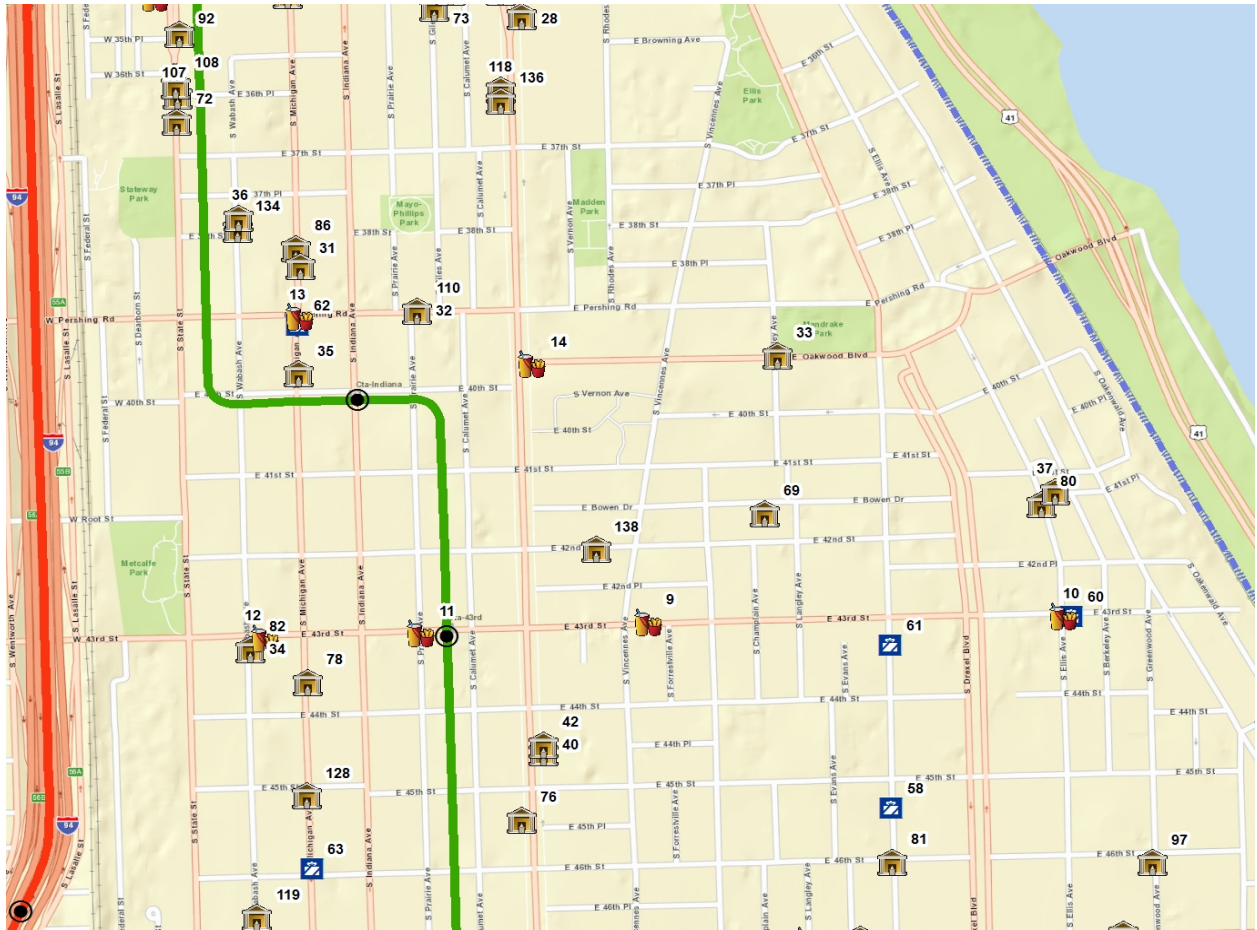
This is the map of the whole community. What it does is provide a very broad overview of where transportation comes in and where assets cluster. What it does not do is give us an up close view that allows us to see individual assets or roads effectively, which is why each zone has its own map.

The first Zone, McCormick Place and south to 31st street is shown below. This map shows the areas of the South Loop, And North Bronzeville from 90/94 to the lake. Additionally, it shows the northernmost section of the public transportation that goes through Bronzeville. In the further maps, the Redline is included as a frame of reference.

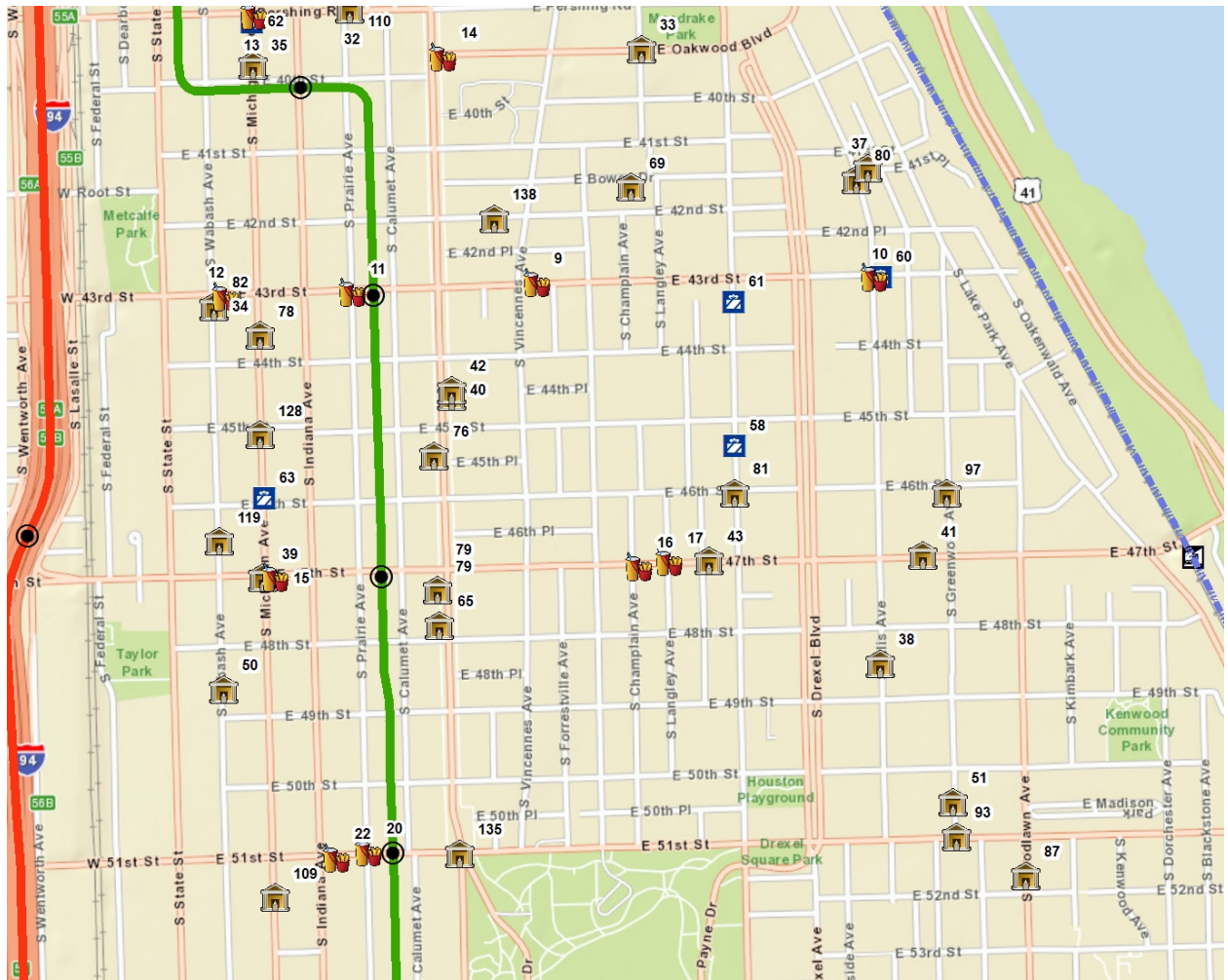




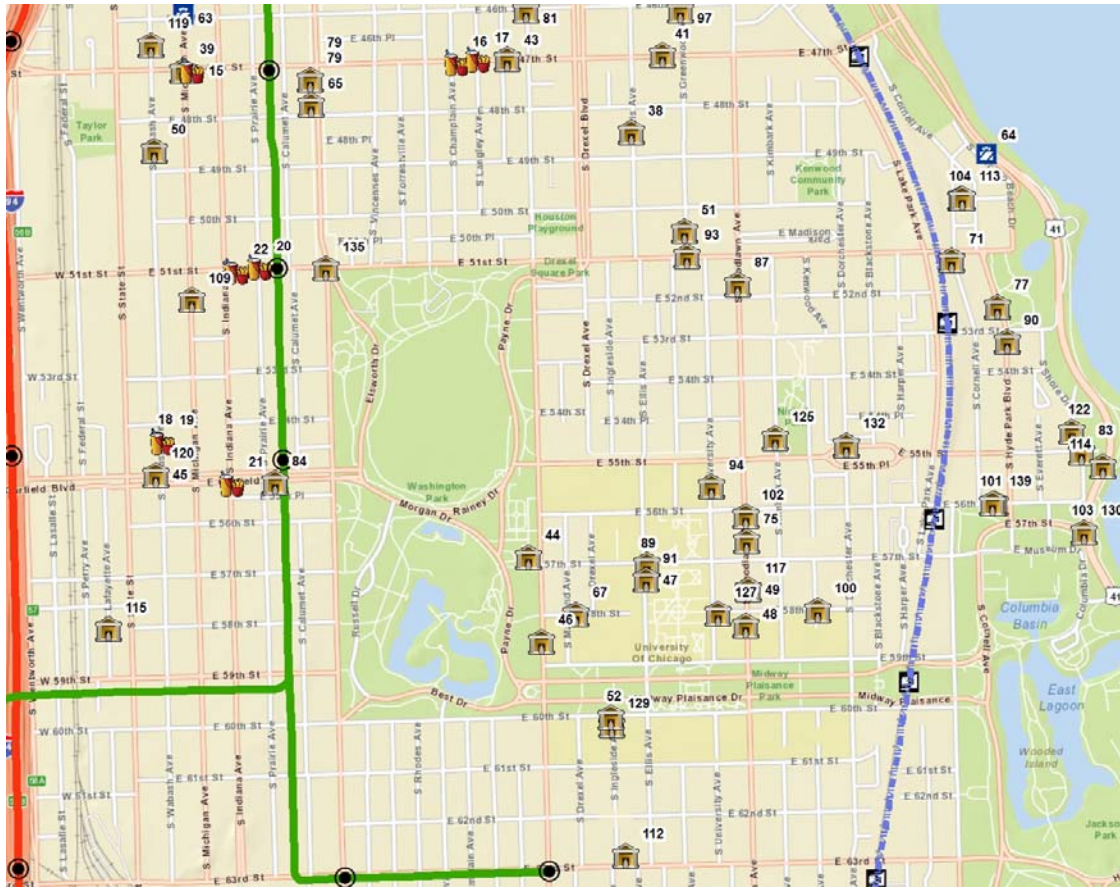
Zone 2, shown above, is the 35th street corridor, which includes US Cellular field as well as the tourism department. This is also where we see the first major cluster of community assets located on Martin Luther King Dr. and 35th Street.



Zone 3: 39th and 43rd Street; Great Migration Trail



Zone 4: 47th Street Corridor, Blues and Jazz



Zone 5, above is the last zone as well as the last large cluster, located around Hyde Park and the University of Chicago.

Name	Address	Number
Quinn Chapel Church	2401 South Wabash Avenue	23
Blue Heaven Foundation/Chess Records	2120 South Michigan Avenue	24
Illinois Institute of Technology	3300 South Federal Street	26
Stephen Douglas Tomb	634 East 35th Street	27
Guichard Gallery	3521 South King Drive	28
Police Headquarters	3500 South Michigan Ave	29
Bronzeville Visitor Information Center	3501 S. Martin Luther King Drive	30
Southside Community Art Center	3831 South Michigan Avenue	31
Phillip's High School	244 East Pershing Road	32
J. Carruther's Center For Inner City Studies	700 E. Oakwood Blvd.	33
First Church of Deliverance	4315 South Wabash Avenue	34
Elliot Donnelly's Youth Center Public Art Garden	3947 S. Michigan Avenue	35
Black Histotory Murals, Wabash YMCA	3763 South Wabash Avenue	36
Milton MizenBerg Oakland Museum of Contemporary Art	1024 E. 41st Pl.	37

The above chart is an example of the list of assets Legend. The blue legend, shown above, corresponds to landmarks. There is also a red legend, for businesses and shopping, and an orange legend, for restaurants.

Conclusion and Recommendations

The maps created do illustrate the locations of assets and clusters effectively. They illustrate where public transportation comes into the community. After our presentation, we hope to that the Bronzeville Visitors Center finds that their needs were met, as we do.

What is not included which may be recommended is bus stops nearby assets, as well as accessible parking. The bus stop and bus route information is compiled and available, but its inclusion in the map led to overwhelming clutter, and another solution for that problem must be reached before it can be included. The parking lot information still needs to be collected.

We found that many of the assets follow the green line; therefore, it would be in the BVIC's best interest to utilize this transportation system to create tours and encourage tourism in the area. We found that certain clusters exist and would be ideal points to start "themed" tours. Hopefully the BVIC will find our work useful and appropriate for their future needs.

Project Limitations

Our client expressed interest in mapping vacant lot information in order to find the correlation between vacancy and tourist points of interest. They wanted to specifically display how vacancy is correlated to proximity to clusters of economic activity. However, because of time constraints as well as limited data, we were unable to complete this process. Further data collection and extended time will be necessary to conduct this analysis for our client.

APPENDIX A

DATA FROM CITY OF CHICAGO

- Rail Lines
- Rail Stations
- Bus Routes
- Bus Stations
- Metra Lines
- Metra Stations

Can be found at <http://data.cityofchicago.org/browse?tags=gis>

APPENDIX B

DATA FROM BRONZEVILLE VISITORS CENTER

- Business Addresses
- Restaurant Addresses
- Landmark Locations