

# PROJECT SCOPE – Lower East Side then and now

|  | DATE SUBMITTED |
|--|----------------|
|  | 10/14/2025     |

## Business Case, Project Description and PROJECT OBJECTIVES

The Lower East Side has long been known for its immigrant roots, cultural diversity, and working-class identity. In recent years, rapid gentrification has reshaped the area, replacing affordable housing and small businesses with luxury apartments and high-end retail. This project aims to address these changes by developing fair growth strategies that preserve the community's culture and affordability while promoting sustainable development.

The focus of this project is to visualize the neighborhood's transformation. By overlaying maps of the Lower East Side before and after gentrification, we will highlight shifts in housing, demographics, and land use. These visual comparisons will help pinpoint where displacement and redevelopment are most severe. The findings will guide discussions with residents and city planners, ensuring that future policies promote inclusion and balance.

The goal of this project is to analyze how gentrification has transformed the Lower East Side and how these changes affect residents and community identity. By using ArcGIS StoryMap, we aim to connect historical data with present-day realities and provide a visual tool using pictures and maps that help others understand how urban inequality and redevelopment has affected the Lower East Side's immigration and cultural diversity.

### Objectives:

- Create an ArcGIS Storymap displaying data on rent, income, and demographic shifts in the Lower East Side.
- Provide information that explains the historical background of gentrification and its consequences in the community.
- Add pictures and maps to illustrate patterns of displacement and new development.
- Give a short presentation on our StoryMap to explain what we found.

Through the analysis of the data, we can show the history of the economic and demographic changes of the Lower East Side and its effects on the community.

## Project Tasks

### Task 1: Design StoryMap

- Set up ArcGIS Developer and StoryMaps accounts for all team members.

- Create the overall layout and navigation for the StoryMap (introduction, data sections, visuals, and conclusion).
- Use consistent design elements (colors, fonts, and icons).
- Add interactive maps, videos, timelines, and images.
- Include data credits at the end of the StoryMap.

#### Task 2: Research the Topic

- Gather historical and demographic data on the Lower East Side using reliable databases.
- Investigate economic trends.
- Identify major policies and developments that accelerate gentrification in the area.
- Collect news coverage to show how residents and businesses have responded to these changes.
- Summarize findings.

#### Task 3: Collect and Prepare Data

- Download GIS datasets.
- Organize data for mapping in ArcGIS.
- Combine data to show changes across decades.

#### Task 4: Create Visualizations

- Design interactive maps that display shifts in demographics.
- Add before-and-after images of streets that illustrate visible neighborhood transformation.
- Integrate short video clips.
- Ensure that all visuals are clear and easy to interpret.

#### Task 5: Write the StoryMap Narrative

- Write text that connects visuals to the narrative of urban change, displacement, and cultural shifts.
- Include contextual background (history of the Lower East Side, immigration patterns, cultural diversity).

#### Task 6: Community and Policy Analysis

- Identify local organizations involved in anti-gentrification efforts.
- Summarize their goals, recent activities, and community impact.
- Identify city policies and zoning changes that contributed to gentrification.

#### Task 7: Quality Review and Peer Feedback

- Review all text and visuals.
- Verify that all citations and data sources are properly formatted.
- Test every map, video, and link for proper functionality.
- Conduct a peer review session within the team to collect feedback and make final edits.

#### Task 8: Presentation and Submission

- Prepare a professional presentation.
- Ensure that each team member presents a section related to their work.
- Keep the total presentation time under 15 minutes.
- Combine all project components into a final submission package.
- Submit materials to the instructor.

### Project Deliverables

| DELIVERABLE NO. | DESCRIPTION   |
|-----------------|---|
| Task 1          | <i>ArcGIS Storymap Schema</i>                                       |
| Task 2          | <i>Research</i>   |
| Task 3          | <i>Visualizations</i>   |
| Task 4          | <i>ArcGIS Storymap Completed</i>                                    |
| Task 5          | <i>GitHub repo with detailed step by step instructions (report)</i> |
| Task 6          | <i>Presentation</i>   |

### Project Milestone Schedule

| DELIVERABLE NO. | DESCRIPTION  | Dates        |
|-----------------|--|--------------|
| 1               | <p>StoryMap</p> <ul style="list-style-type: none"> <li>• Gather historical environmental</li> <li>• Collect modern data.</li> <li>• Compare past and present maps</li> <li>• Adds maps, imagines and charts</li> <li>• Add references</li> </ul>   | 10/31/2025   |
| 2               | <p>Github</p> <ul style="list-style-type: none"> <li>• Data and maps</li> <li>• images and illustration that we used in the StoryMap</li> <li>• Project notes</li> </ul>   | 11/18/2025   |
| 3               | <p>Presentation</p> <ul style="list-style-type: none"> <li>• Add an introduction about what the project is about.</li> <li>• Use before and after maps to illustrate changes over time.</li> <li>• Create a video about the population and environmental development.</li> <li>• Compare the original and current land space of Lower East Side</li> <li>• Each team member will do their part in the presentation and present their section.</li> </ul> | Dec 2-Dec 11 |

## Project Roles

| Name                              | Role                              | Email  | Phone                        |
|-----------------------------------|-----------------------------------|--|------------------------------|
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