





Proposed widening
PHPD Proj. No. 74-187 9/6/09

Proposed Street Enhancement
Mature Vegetation Reduction

325ft

275ft

325ft

275ft



Susan, calm down. It's just a proposal.
No one's ever going to do that.



Jaki, what are you talking about!?
It's on this map I downloaded from
the city's website. It goes **right**
through my yard!!

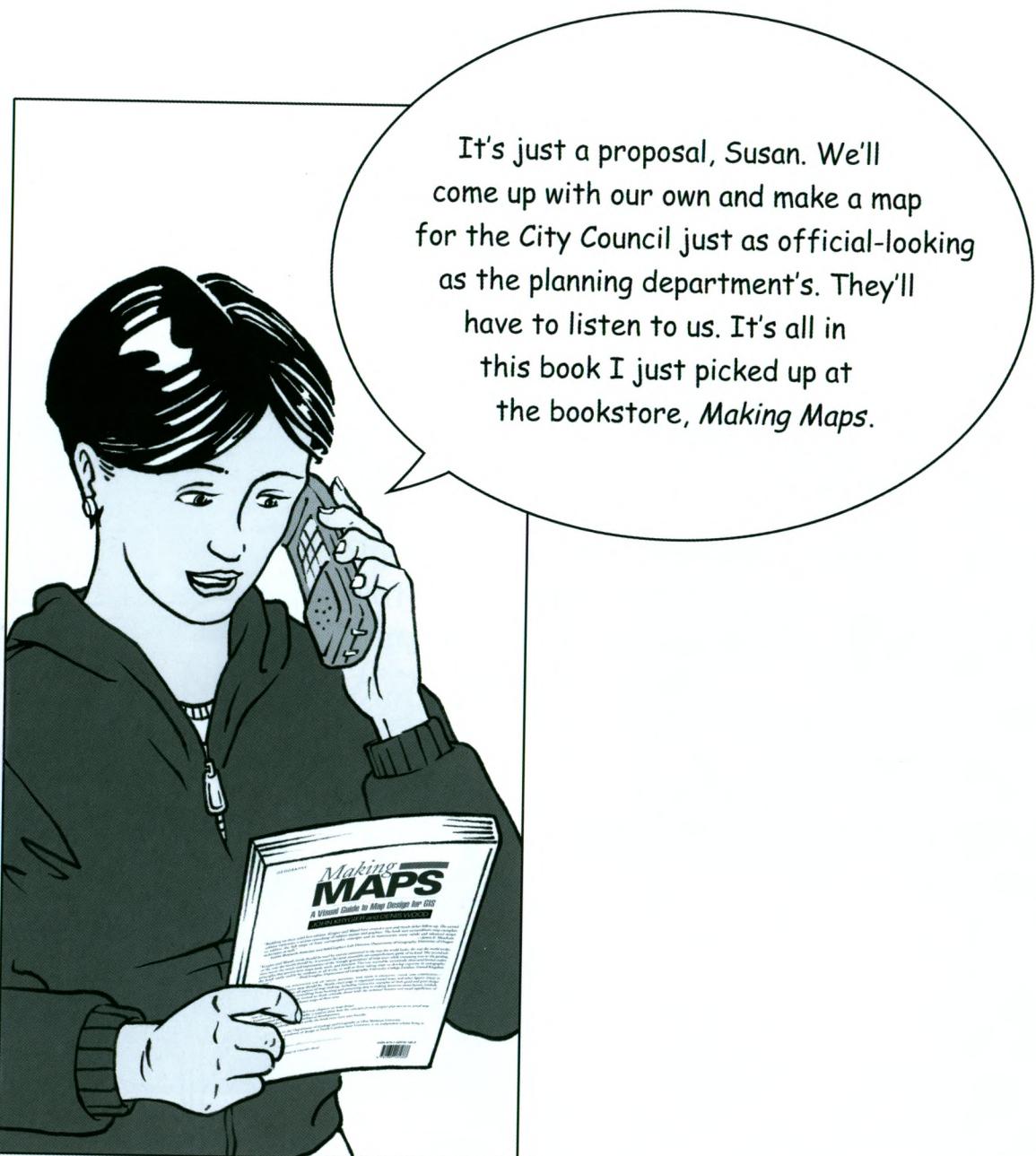
Third Edition

Making MAPS

A Visual Guide to Map Design for GIS



JOHN KRYGIER and DENIS WOOD



 THE GUILFORD PRESS
New York London



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www.guilford.com

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Printed in the United States of America.

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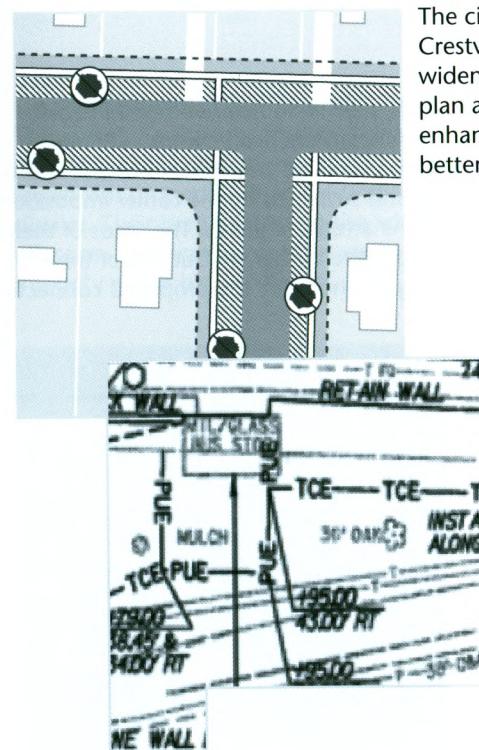
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Library of Congress Cataloging-in-Publication Data
is on p. 293

It's Time to Make Maps...

People communicate about their places with maps. Less common than talk or writing, maps are made when called for by social circumstances. Jaki and Susan are making maps to protect their neighborhood. Why a map? Because the city used a map. The map unambiguously expresses the city's intentions to widen Crestview Road, drawing from the maps, talk, and text of city planners. If the plan is realized, the city will also use maps to communicate its intentions to surveyors, engineers, contractors, utility companies, and others.

The maps are all of Crestview Road – all of the same place – and the maps are all different. Yet they are all equally good. Different goals call for different maps: the quality of a map is frequently a matter of perspective rather than design. Think of a map as a *kind of statement locating facts*. People will select the facts that make their case. That's what the map is for: to make their case.



The city's case is that Crestview Road needs to be widened. They present their plan as "a new vision," an enhancement, different and better.

The city communicates to construction firms and utilities with detailed maps, making the case that the planners and engineers have done their work.

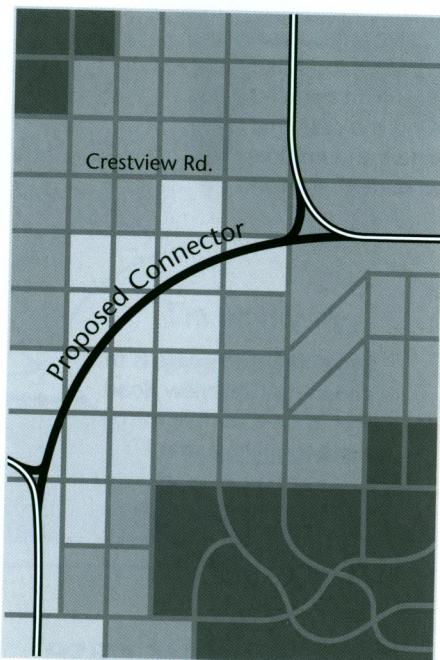
Jaki and Susan's case is that widening Crestview Road would be a terrible mistake. Time to make a map!

Making maps, making your case...

Different Goals Call for Different Maps

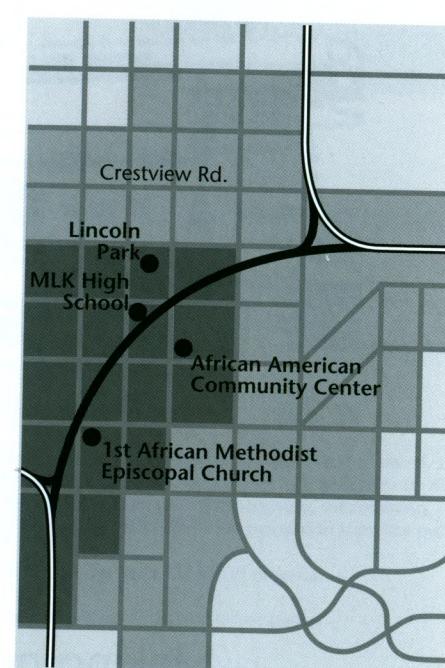
Jaki and Susan soon realize the plan to widen Crestview is but a piece of a larger plan to redevelop the northern and western suburbs of the city. The key feature of the plan is a connector (in solid black, below) proposed to link two major roads. Different groups create equally effective maps to articulate their different perspectives on the proposed road. Though the maps may seem polemical, isolating the facts each presents is useful in focusing debate.

Goal: keeping costs low. A city map shows that its plan is the shortest and least costly route for the connector. The city's map focuses on moving traffic at the least cost to taxpayers.



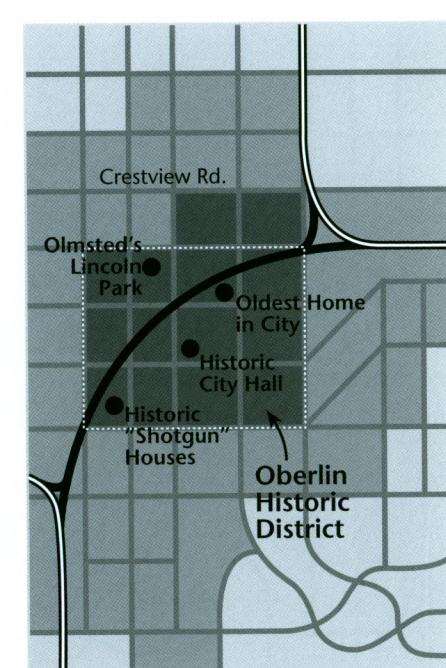
Property Values ■ high ■ med. ■ low

Goal: defending neighborhood integrity. An African American community map shows how the connector rubs salt in the wound sustained by the earlier imposition of the arterial highway. The focus of their map is the further destruction of their neighborhood by the proposed connector.



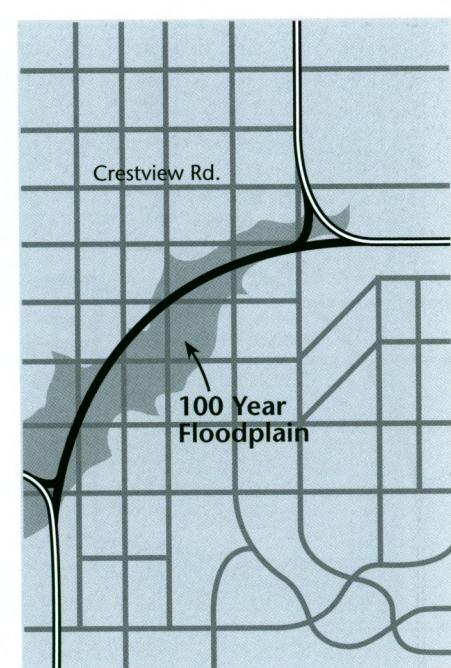
% African American ■ high ■ med. ■ low

Goal: maintaining historic continuity. The Society for Historic Preservation's map shows how the connector will affect significant properties in an existing historic district. Their map focuses on the adverse effect on significant properties and on the integrity of the historic district.

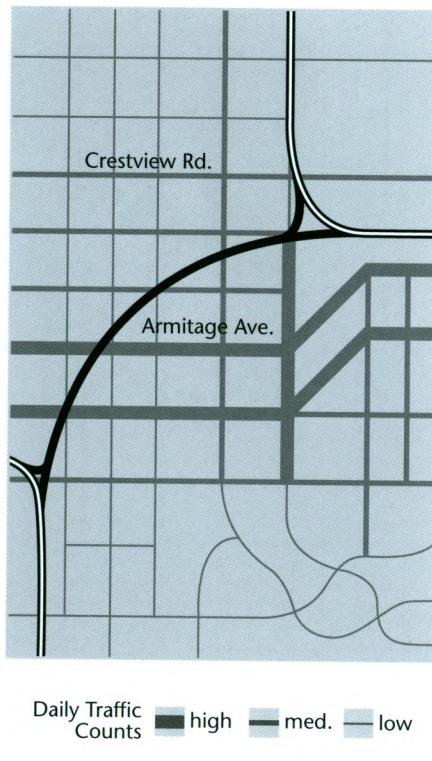


% Historic Buildings ■ high ■ med. ■ low

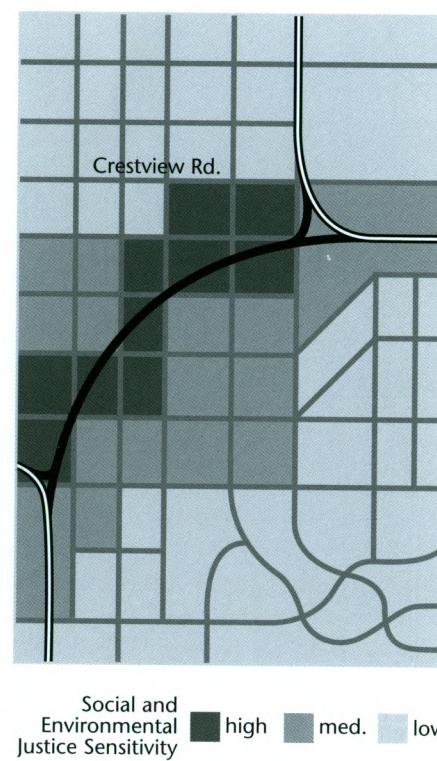
Goal: protecting endangered wetlands. An environmental group shows that the connector will violate the city's policy of avoiding road construction in floodplains. The Oberlin Creek watershed, already greatly impacted by over 100 years of urban growth, cannot withstand a further onslaught of development.



Goal: defending their street. Jaki and Susan's first map scales roads to show existing traffic counts. It suggests how much more effective it would be to widen Armitage Avenue, a street already tied into the downtown grid. Their aim is to divert attention from Crestview Road.



Goal: defeating the connector. Aware of the connector's key role in motivating the widening of Crestview, and informed by the maps produced by other groups, Jaki and Susan realize it's less that Crestview needs defending and more that the connector needs defeating: low property values correlate with historic discrimination against African Americans, with older housing, and the floodplain. The connector exploits this nexus: their new map focuses on social and environmental justice. Jaki and Susan work out a "Social and Environmental Justice Sensitivity" metric, taking into account race, history, and environmental factors.



Goal: defeating the connector. When they moved from defending Crestview to defeating the connector, Jaki and Susan realized they'd shifted their attention from their neighborhood to the larger community. At first this alarmed them – maybe they were overreaching – but once they realized they could find allies in the African American community, among the historic preservationists, and in the environmental group concerned with the floodplain, they got excited.

All the groups concerned with the city's plan got together at the African American Community Center. Jaki and Susan's Social and Environmental Justice map helped everyone see they shared a common problem. Everyone's map making had made a difference!

