

PROJECT SCOPE – THE GENTRIFICATION OF BROOKLYN NEIGHBORHOODS

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	10/14/2025

Business Case, Project Description, and PROJECT OBJECTIVES

Brooklyn has seen dramatic changes over the last 15 years. Many neighborhoods have experienced rapid shifts in income, racial demographics, and infrastructure. Places like Williamsburg and Greenpoint are known to have experienced one of the most drastic changes through gentrification. When discussing gentrification, we will examine how communities have undergone social, physical, and cultural shifts. For this project, we will focus on Williamsburg and examine how it transformed from a working-class neighborhood to one of Brooklyn's most trendy areas. Williamsburg was once a neighborhood full of Puerto Ricans, Dominicans, and Hasidic Jewish people. Many enjoyed the culture that Williamsburg shared, being able to combine cultures from different parts of the world to make one community. A neighborhood that was once full of bodegas and family-owned businesses has now transformed into a spot for trendy cafés, boutiques, and luxury apartments. In 2010, New York City decided to revitalize the waterfront by introducing sleek high-rise apartments, modern parks, and upscale restaurants throughout Williamsburg. As new investors and residents poured into the community, property values and rent prices skyrocketed, which forced long-time families and small businesses out. Forcing these long-time residents out of Williamsburg stripped the community of its loved culture and environment.

For this project, we plan to highlight the dramatic changes Williamsburg has undergone from 2010 to the present day, using story maps and visuals to show how the neighborhood's character, landscape, and community have changed over time. Mapping demographic change, housing developments, and economic shifts reveals how gentrification has altered the area from a diverse, working-class neighborhood to one surrounded by luxury and trends. It is important to understand this transformation because it shows how urban development affects the people who live in these spaces, often causing the displacement of long-term residents and altering the cultural identity of the community. Using this project, we hope to make the process of gentrification more visible and

personal by helping viewers not just see how Williamsburg has changed but what those changes mean for the people who originally and still currently call it home.

The goal of this project is to analyze and illustrate how Brooklyn's neighborhoods have changed over the past 15 years due to gentrification, showing the changes in housing, population, and its community. Below are the objectives for this project:

- *Create an ArcGIS storymap that presents the transformation in Brooklyn due to gentrification from 2010 to today.*
- *In the storymap, we will summarize the project, using photos, maps, and timelines to illustrate changes in demographics, housing, and local businesses.*
- *Analyze data and research sources to understand how gentrification has affected long-time residents.*
- *Examine patterns of Economic changes and displacement to explore the causes and effects on Brooklyn's communities.*
- *Compare the Williamsburg transformation to other parts of Brooklyn to provide insights into overall trends.*
- *Use the GitHub site to document data sources, mapping methods, and visualization.*
- *Describe how we created our storymap on our GitHub site*

It is our hope that by doing this project, we are able to help people have a better understanding of how gentrification has had a significant impact on Brooklyn's neighborhoods and will encourage people to spread awareness on the effects that it has on local communities.

Project Tasks

Task 1: Research the topic

- *Identify key Brooklyn neighborhoods experiencing gentrification*
- *Gather data on the demographics of these neighborhoods, as well as economic and housing data*
- *Research urban planning and rezoning policies that have aided neighborhood change*
- *Collect the community's perspective on these changes.(ex, Newspapers, community reports, policies, etc.)*
- *Research how it affects the original occupants from these Brooklyn neighborhoods*
- *Find maps, pictures, and videos of Brooklyn before and after gentrification*
- *Organize and document sources*

Task 2: Design StoryMap

- *Each member will create an ArcGIS account*
- *The member in charge of the storymapping section will set up the ArcGIS StoryMap*
- *Add text boxes and place holders, so we know where we want the text (info) to be, visuals, and interactive designs*
- *Add texts explaining the social, economic, and cultural aspects of gentrification*
- *Design interactive features to make it more engaging. These pop-ups or transitions can show statistics or stories from people living in these neighborhoods. We will also add timelines, zooming in and out, etc.*

Task 3: Create data visualizations and Mapping

- *Import the data we collected into ArcGIS*
- *Create thematic maps (maps with different shading) to represent rent prices, household income, and racial change over time*
- *Design sidebar maps to visualize neighborhood transformation throughout the years*
- *Final checks on the maps so that they are accurate and in order*

Task 4: Create a GitHub site

- Build a GitHub page site summarizing the project, its purpose, tools, and linking to the Story Map
- Upload visuals, data, and coding
- Add team members' information, roles, and acknowledgements

Task 5: Presentation

- Create a slide deck on Google Slides
- Summarize key findings from our research on the gentrification and change of Brooklyn throughout the years
- Highlight important StoryMap visuals and maps
- Add screenshots from the StoryMap and videos as a demonstration of the data we will be speaking on
- Add context to each screenshot, photo, video, or visual we will show
- Assign who will speak for each section

Task 6: Review

- Proofread our slides, StoryMaps, and GitHub site
- Verify Map accuracy
- Make sure the visuals correlate to the text provided and that the interactive features of our project are working correctly.
- Check all the text on the slides, StoryMap, and GitHub site for clarity, tone, and consistency
- Test StoryMap navigation
- Make sure our GitHub site is running smoothly
- Have a mock presentation to rehearse our roles when speaking, and ensure our presentation is under 15 minutes

Project Deliverables

DELIVERABLE NO.	DESCRIPTION
Task 1	<p>Research</p> <p>-Demographic, housing, and income data -Data showing trends during peak development -Most recent data on rent, income, race, and housing -Insights from current and past residents -Capture changes in population growth and income shifts</p>
Task 2	<p>Designing of StoryMap</p> <p>-Output: -before and after pictures, charts. Graphs and charts (population/demographic change by race, housing, and incomes) Redevelopment locations and an increase in rents</p> <p>-Ancillary: Datasets Generate tools/maps Description of how the project was done References</p>

Task 3	<p>Create data visualizations and Mapping</p> <ul style="list-style-type: none"> -Charts (rent overtime, population by ethnicity/race overtime, number of new apartments and new upscale restaurants built/open every year) -maps (Waterfront redevelopment and the neighbourhoods affected) -Before and After visuals (photos of streets with old bodegas and new boutiques)
Task 4	<p>ArcGIS Storymap Completed</p> <ul style="list-style-type: none"> -Summarizing the project, its purpose, tools, and linking the Storymap -Upload visuals, data, and coding -Add team member info, roles, and acknowledgement
Task 5	<p>Github repo with detailed step-by-step instructions (report)</p> <ul style="list-style-type: none"> -Create slide deck -Summarize key findings from our research -Highlight important story map visuals -Screenshots from the story map and a visual demonstration of the data - Add context to all forms of visual media -Assign speaker
Task 6	<p>Presentation</p> <ul style="list-style-type: none"> -Proofread slides -verify maps -Visuals correlate with the text provided, and interactive features work -Check all text on the slide -Test storymap navigation -Make sure GitHub is in working order -Have a mock presentation and rehearse lines

Project Milestone Schedule

DELIVERABLE NO.	DESCRIPTION	Dates
1	<p>Research and Data collection</p> <ul style="list-style-type: none"> - Complete background research, gather all data, maps, photos, videos, articles, and policy documents related to Brooklyn neighborhoods 	October 26 (end of the day)
2	<p>StoryMap setup</p> <ul style="list-style-type: none"> - Create ArcGIS accounts, set up StoryMap structure with text boxes and placeholders 	October 30 (done before class)
3	<p>Data Visualization & Mapping</p> <ul style="list-style-type: none"> - Import data into ArcGIS; design thematic and sidebar maps, and any other maps 	November 7 (end of the day)
4	<p>Draft of StoryMap</p> <ul style="list-style-type: none"> - Add all text, visuals, timelines, and interactive elements to StoryMap 	November 11 (done before class)
5	<p>GitHub Site Development</p> <ul style="list-style-type: none"> - Create a GitHub Pages site that summarizes the project's purpose, tools used, includes the Story Map link, uploads visuals, data, and code, and features team members, their roles, and acknowledgments 	November 14 (end of the day)

6	Slide presentation creation - Build presentation slides summarizing the project, visuals, and key points	November 18 (done before class)
7	Review & Edit All Materials - Proofread all content across StoryMap, GitHub, and slides	November 23 (end of the day)
8	Practice Presentation - Conduct mock presentation, rehearse team parts, time the run-through	November 25th (before class, set up a time)
9	Final Submission - Submit final versions of StoryMap, GitHub, and presentation materials	December 1 (end of the day)
10	Presentation - Present the project to the class/professor	December 2-11(wait to see what day we are given)

Project Roles

Name	Role	Email	Phone
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