

Built Environment Project

The Allentown City Government is creating a new plan for the city's future for the next 5 years that is environmentally, socially, and economically sustainable.

The city of Allentown is interested in:

- Encouraging participation in neighborhood activities.
- Promoting neighborhood commercial (business) areas with new restaurants, groceries, and other service businesses.
- Enhancing the Allentown park system and promoting open space.

You have been assigned a Ward of Allentown. You will use Web GIS to examine relevant data for your Ward.

You will develop a proposal for the community needs of your Ward to be environmentally, socially, and economically sustainable.

Your objectives are to....

1. Identify locations for the development of new commercial (business) areas with restaurants, groceries, and other service businesses.
2. Identify locations for new park, green spaces, and/or and open space areas.
3. Identify locations for quality new development for community resource needs.
4. Create a new Web GIS map for your area to reflect your proposed changes.

In your **proposal**, include **at least 6 screen shots**, one that shows the location of your ward in the city of Allentown, one that shows the features of your ward, and one for each type of improvement you would make in your ward from your Web GIS map (see #2-4 above).

1. Provide a justification for developing new commercial (business) areas with restaurants, groceries, and other service businesses in your identified location.
2. Provide a justification for selecting your locations for new park, green spaces, and/or and open space areas.
3. Provide a justification for selecting your locations for quality new development for community resource needs.
4. Describe the environmental, social, and economic benefits for your Ward in your proposal.
5. Include a series of screenshots of the Web GIS with justifications of your proposed built environment changes.

Develop a **presentation** for your proposal. You will present your proposal to Allentown City officials.

Your team will create a short, 5-10 minute presentation that describes why your proposal is environmentally, socially, and economically sustainable for the city. Remember, you are trying to convince the Allentown City officials that your proposed changes are needed for your Ward. Your presentation needs to be as persuasive as possible. Make claims clearly and support them with **facts and evidence from your proposal statement**.

Guidelines:

- Your presentation must contain a minimum of **6 graphics (screenshots)**.
- Include **one** graphic (screenshot) that shows the location of your ward in the city of Allentown.
- Include one graphic (screenshot) that shows the features of your ward.
- You should include **at least 4 Web GIS graphics (screenshots)**, one for each type of improvement you would make in your ward:
 - (1) Locations for new park, green space, and/or open space areas.
 - (2) New commercial (business) areas with restaurants, groceries, and other service businesses.
 - (3 & 4) Two other locations for quality new development for community resource needs.
- You should justify these changes during your presentation.
- You should include **Web GIS graphics** that explains your proposed changes.
- Describe the environmental, social, and / or economic improvements for the people living in your ward.