



# BROWNFIELD ASSESSMENT STORYMAP

# HOW-TO USER GUIDE

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Prepared for:  
City of Memphis and Shelby County Redevelopment Agency  
850 N. Manassas St  
Memphis, TN 38107

Prepared by:



5070 Stow Rd.  
Stow, OH 44224  
800-940-4025  
[www.EnviroScienceInc.com](http://www.EnviroScienceInc.com)





The CRA participates in innovative partnerships that eliminate blight conditions and provide affordable housing through a workable program that encourages reinvestment in neighborhoods.

**Community Redevelopment Agency**

850 N. Manassas St.  
Memphis, TN 38107

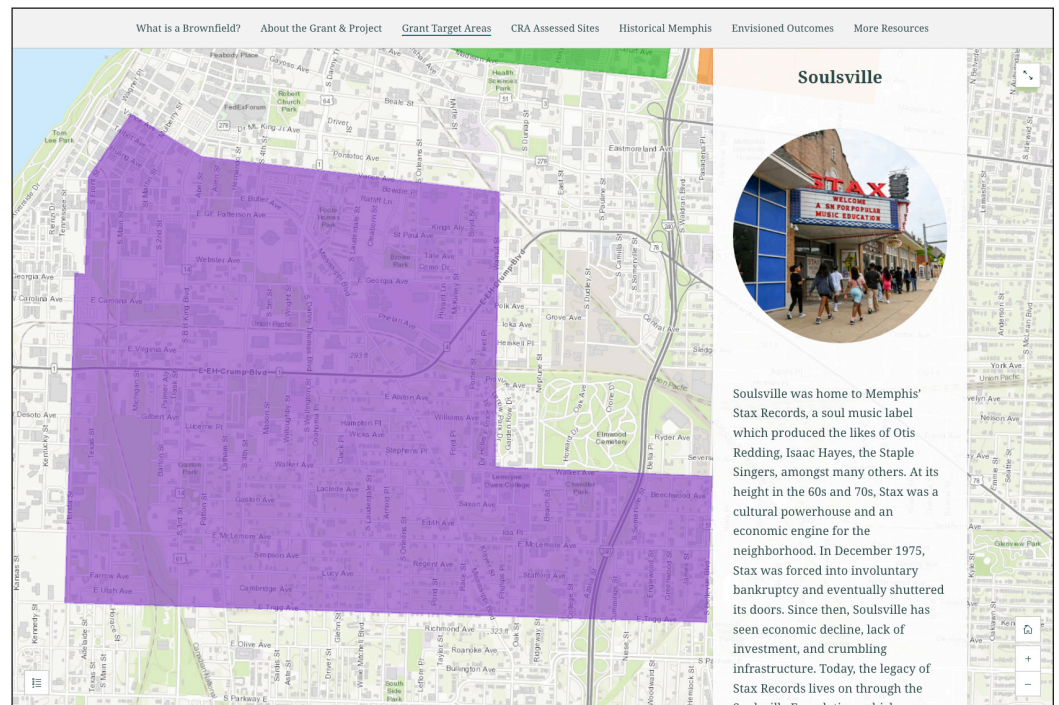
901.435.6992  
www.cramemphis.org  
info@cramemphis.org

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## 1.0 INTRODUCTION

The purpose of the Brownfield Assessment StoryMap is to communicate the background, goals, and process of the Memphis Brownfield Coalition Assessment Grant in an interactive and engaging way. The StoryMap is designed to be viewed by audiences across age groups and of all levels of involvement with the project, from those on the coalition to students and members of the public. Clear layout and interactive map elements serve to engage the viewer and communicate information in a digestible way. The StoryMap aims to introduce users to and educate them on brownfields as well as help them see the project in the context of their own city and communities. Access to the StoryMap is free and open to the public – it does not require an account to access the information. The StoryMap is available at <https://storymaps.arcgis.com/stories/4efcf2ca7f30468bb4e8d6a6bbe9ef96>.



## 2.0 SITE NAVIGATION

Navigation information to get started with the StoryMap is listed below.

- Navigate like a webpage, scrolling downwards to move through sections
- Use the headings at the top of the screen to jump between sections
- Interact with any map:
  - Reset map to original view 
  - Zoom in and out
  - Open or close the legend 
  - Navigate around map using cursor
  - Enter and exit full screen using expand and minimize buttons  

## 3.0 STORYMAP FEATURES

The StoryMap is organized into sections of grouped content: *What is a Brownfield?*, *About the Grant & Project*, *Grant Target Areas*, *CRA Assessed Sites*, *Historical Memphis*, *Envisioned Outcomes*, and *More Resources*. The following information details each of these sections of the StoryMap.

### 3.1 WHAT IS A BROWNFIELD

This section gives a general overview of what a brownfield is and why clean-up is necessary and beneficial.

### 3.2 ABOUT THE GRANT AND PROJECT


Introduction to the grant and project goals.

### 3.3 GRANT TARGET AREAS

Map of the target areas of the grant, including brownfield concerns for each and background on areas of the City of Memphis.

### 3.4 CRA ASSESSED SITES MAP TOUR

This section depicts the current sites that have been assessed or are currently under assessment by the CRA. Below are a few navigation tips:

- On the left-hand side of the page, click on the site you want to view
- Alternatively, click on any blue pin on the map to view that site
- To view the next site in the map tour, scroll down or click the page arrow in the top right of the information panel
- Some sites have more than one photo; to view additional photos click the arrow on the right side of the image
- To return to the overview screen, click the Back button in the upper left corner
- At any point, you can exit the map tour and move to the next section by clicking the Skip Tour button at the bottom of the information panel 

### 3.5 Historical Memphis


This section describes the background on Sanborn Maps and the importance of historical uses of buildings in the context of Brownfield designations. Below are a few navigation tips:

- Slide the central arrow back and forth to see the Sanborn map or current aerial imagery
- Navigate using cursor and zoom in and out to view details such as descriptive text of buildings on Sanborn maps

### 3.6 Envisioned Outcomes

The section outlines the ultimate goals of the project, including the revitalization of sites, informed and empowered communities, improved identification and monitoring of sites, improved quality of life, and job creation.

### 3.7 More Resources

- Click the buttons for “Grant Information,” “Meetings,” or “Environmental Assessments” to visit the corresponding pages on the CRA website
- Click the Brownfield Coalition Assessment Grant embedded web link to access the web page containing the form to submit a potential brownfield site
- Navigate around Brownfield Data Viewer preview using the plus, minus, and home buttons. To visit the full Brownfield Data Viewer map experience, click the button in the top right corner of the preview 

## 4.0 SUPPORT AND TROUBLESHOOTING

For questions, feedback, or inquiries related to the StoryMap, please contact:

**Vivian Ekstrom, CRA**

**Vivian.Ekstrom@cramemphis.org**